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Quality Nursery Stock

1950



FLORIDA NURSERY & LANDSCAPE CO.

N. 14th Street
LEESBURG, FLORIDA

S. Orange Ave.
OCALA, FLORIDA

"The Home of a Million Plants"



New Indica Azalea, Southern Charm

*Registration No. 189, Woody Plants
American Association of Nurserymen*

For the past seven years we have been growing Azalea indica, Southern Charm, and it is with a great deal of pleasure that we offer it to the public and recommend it as a variety pleasing to our section.

This versatile new variety, a mutation of the popular Formosa, promises to be even more popular. The beautiful rose-red color blends with all shades surprisingly well and is lovely in any Azalea planting.

Southern Charm combines all the good points of Formosa with excellent coloring all its own. A robust, strong-growing variety, it has compact, dark green foliage, distinguished by a definite glossiness or waxy texture. The flowers are large, single, and borne in profusion.

						Light	Heavy
6 to 8 in.	\$0 70	\$1 00
8 to 12 in.	1 20	1 50
12 to 18 in.	2 00	2 50

Serving— **CENTRAL FLORIDA**

THANKS.

To you, our customers, we say "Thank you" for the splendid patronage of the past twenty years. Without your encouragement and your confidence we never could have grown from our unpretentious beginnings on a single city lot to our present two hundred acres of stock, with sales offices in Leesburg and Ocala and a capable, experienced staff of graduate landscape architects to serve your needs.

HISTORY.

Our business has been built on the basis of quality nursery stock—well grown, healthy and disease free. We need make no apologies for our plant material; it speaks for itself. We offer the best in planting and planning services. Whether you need one plant or a complete landscape job, we ask for the opportunity to serve you.

PRICES.

Our prices are in line with those current elsewhere and we invite your comparison. Where quality is considered, we are never undersold. We sell only plant material known to be satisfactory in this section, and our stock is inspected regularly by the State Plant Board of Florida.

SERVICES.

Our experienced salesmen cover most of Central Florida and will be glad to call at your home for consultation on any of your planting problems. There is no charge for this service, neither do we charge for delivery of plant material if it can be included on one of our regular trips to your area.

WELCOME.

This catalog is designed to help you with your plant needs. However, we recommend that you visit our nursery at any time and see the plants for yourself. Our office is open from 7:30 until 5 P.M. Monday through Friday and until noon on Saturday. Our experienced personnel will be glad to show your party through the nursery and give you any desired information.

MAIL ORDERS.

For those who are out of our delivery area, we have established a mail-order department. You may be assured that all material ordered will be carefully selected and packed.

For further information, see pages 55 and 56 of this catalog.

Professional Services Available

DESIGNING AND PLANNING. Beautiful gardens and well-landscaped residences do not just happen, but are the result of careful designing and the following through of a plan. Our landscape architects are familiar with Central Florida plant material and are trained to use it to achieve the best effect.

GRADING. An important feature contributing to the beauty of your home grounds is the grading. Proper grading insures proper drainage and graceful contours, and prevents washing, etc. We can take care of this for you.

CONTRACTING. Let us give you an estimate on your walks, drives, terraces, grills, and other features. Not only can we handle the contract, but we offer you the benefit of our years of practical experience to help you achieve the most attractive and useful arrangement.

FERTILIZING. Our familiarity with soil conditions in Central Florida has led us to produce our own fertilizer formulas, designed to meet the requirements here. We have special plant foods for Lawns, Trees and Shrubs, Azaleas and Camellias. We can apply this for you.

SPRAYING. Keep your plants in a healthy condition by a regular spray program to control insect and fungus pests. Our high-pressure spray machine can give good coverage at low cost. We test the newer insecticides and fungicides and assure you the best and most effective control measures.

PRUNING. Professional pruning twice a year will keep your plants looking their best.

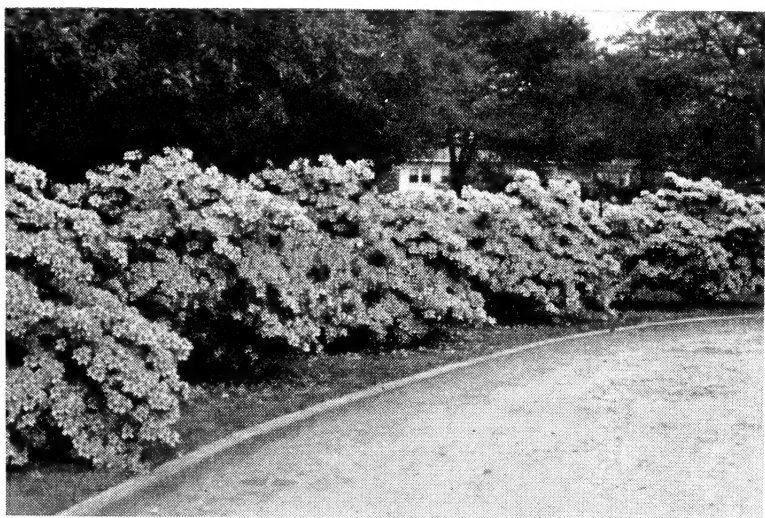
“PAY AS THEY GROW”

LANDSCAPING PROGRAM

For those home owners who would like to have their home grounds completely landscaped yet feel they are not financially able, the F.H.A. Property Improvement loans are available to enable them to complete the project. This loan requires only a signed note and not a mortgage on your property. There is no cash down payment involved, and the loan may be repaid in low monthly instalments over a period up to thirty-six months at a low rate of interest.

For example, on a \$200.00 landscaping contract financed for eighteen months, you would pay only \$215.38 at \$11.97 per month. On a twenty-four-month loan, you would pay \$220.24 at \$9.18 per month, while on a thirty-six-month plan you would pay only \$229.96 at \$6.39 per month.

The advantage of this plan? While you are enjoying completely landscaped home grounds, your plants are increasing in beauty and value, and you do not miss the small monthly payments from your income.



AZALEAS...*For the South*

CULTURE

While Azaleas are usually planted between October and June, they may be set out during any month of the year if carefully handled. They will not grow in sand, but require an acid soil and thrive in rich peat.

Azaleas prefer semi-shade. However, they thrive better in full sun than in dense shade.

Prepare the soil thoroughly by spading in peat, well-rotted leaves, and good top soil. Do not add more than 50 per cent of peat and leaves, and avoid commercial fertilizers, poultry manure, and everything of this kind.

Plant in beds, about $\frac{1}{2}$ to 1 inch deeper than they originally grew. Water in well and tamp with the feet. Keep the plants moist but well drained. Like all plants with profuse foliage, Azaleas love a lot of moisture during hot dry weather. Frequent spraying of the foliage, as well as water for the roots, will keep them in bright, healthy condition.

Mulch with oak leaves to a depth of about an inch. Spray with Volck or some other good oil emulsion about once every four months, using a 1 to 60 solution. This is mainly for the prevention of red spider and scale.

Fertilizer should be applied in March and June, using a good application of Azalea and Camellia Special, since the soil should be kept slightly acid. In November a light application, not heavy enough to stimulate growth, will condition the plants for blooming season.

Call at our office or write for our special bulletin on growing Azaleas.

AZALEA INDICA

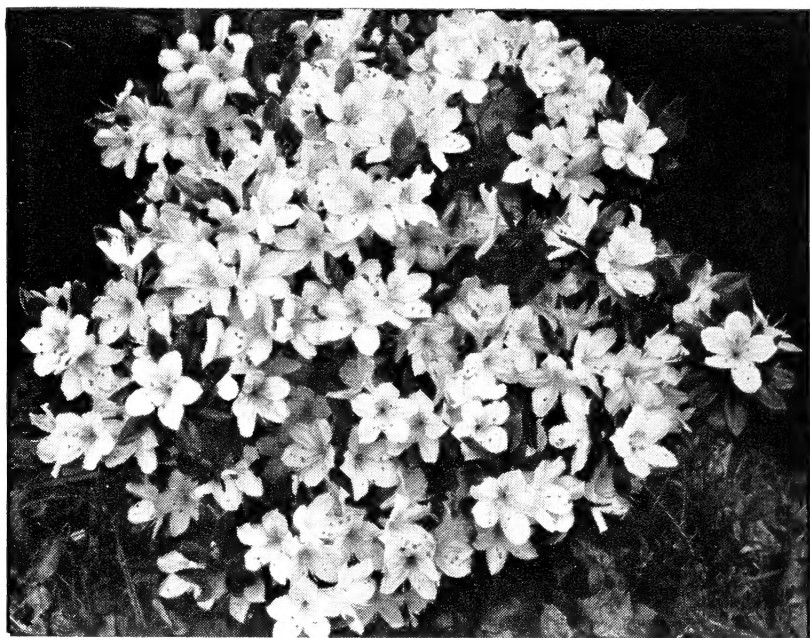
The great evergreen shrubs of *Azalea indica* are lovely plants at all times of the year. Their lustrous, waxy green foliage is pleasingly restful to the eye, and when they burst forth in all their spring glory one can really be grateful for a home in the South, where these glorious flowers can be enjoyed.

E., Early; M., Midseason; L., Late.
A and B, refer to prices on page 5.

WHITE

FIELDER'S WHITE. E. Large, pure white. Free blooming; light green foliage. A.

NEW WHITE. M. Pure white. Smaller than the above but with darker green foliage. A.



Azalea indica

AZALEA, continued

LIGHT PINK

- ELEGANS.** E. Light pink. Hardy. *B.*
FISHER'S PINK. E. Lovely light pink. Good compact growth. *A.*
GEORGE FRANC. E. Large, light pink flowers. Hardy, bushy. *A.*
GERVIN PINK. M. Shell-pink. Slow, compact grower. *A.*
MACRANTHA DOUBLE PINK. E. Double, light pink. Very attractive plant with bushy, compact growth. *A.*
MACRANTHA SINGLE PINK. E. Single, light pink. Bushy, compact foliage. *A.*
PRIDE OF MOBILE. E. Large, watermelon-pink flowers. Vigorous grower. *A.*
SUBLANCEOLATA PINK. L. Light pink flowers of large size. Vigorous grower. Excellent for shady locations. *A.*

RED AND DEEP PINK

- BRILLIANT.** M. Deep watermelon-red. Small, dark green foliage. *A.*
CLEAR DARK PINK. L. Deep pink. Hardy, compact. *A.*
COCCINEA MAJOR. M. Bright red. Upright, open growth; good foliage. *A.*
CRESCENT CITY PINK. E. Medium size, dark pink. *A.*
MACRANTHA RED. L. Orange-red flowers. Compact growth. *A.*
MOSS POINT RED. L. Bright salmon-red flowers borne in profusion. Compact grower. *A.*
PRESIDENT CLAY. E. Bright red. Tall, open growth; free bloom. *B.*
PRIDE OF DORKING. L. Deepest red. Open, hardy growth. *A.*
PRINCE OF WALES. L. Bright rose-red flowers borne profusely. *A.*
SUBLANCEOLATA. L. Large, orange-scarlet flowers produced freely in clusters. Rapid growth; excellent foliage. *A.*

AZALEA INDICA, continued

SALMON

- DUC DE ROHAN.** E. Salmon-pink. Very free flowering. A.
DUKE OF WELLINGTON. M. Rosy salmon with dark centers. Profuse in bloom. A.
LAWSAL. M. Clear salmon. Profuse bloomer. B.
NORA LEE. L. Clear salmon color. Compact, bushy. A.

ORANGE

- GLORY OF SUNNINGHILL.** L. Orange color. Compact and bushy. A.

LAVENDER

- FORMOSA.** M. Large, lavender-lilac. Strong growth; good foliage. B.
PHOENICIA. E. Similar to Formosa but with narrower petals and slower growth. B.
VIOLACEA RUBRA. M. Deep violet with wavy petals. A.

VARIEGATED

- ANTHENON.** L. Striped light pink. Compact habit. A.
GEORGE L. TABER. M. Blush-pink with markings of deeper pink and red. A.
IVERYANA. L. Large white flowers with pink stripe. Good foliage. A.
LADY EDITH. M. Large, striped light pink. Compact grower. A.
MRS. ENKE. L. Light pink with darker pink markings. Variable flowers. A.

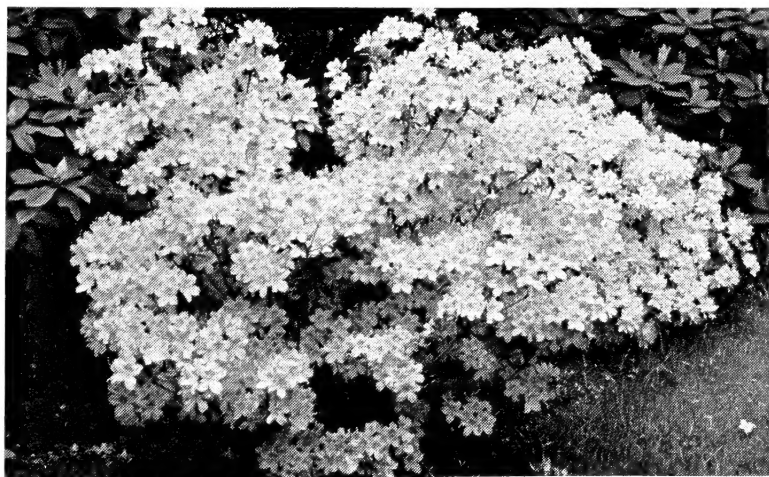
CLASS A

	Light	Heavy
6 to 8 in...	\$0 45	\$0 60
8 to 12 in...	75	90
12 to 18 in...	1 25	1 50
18 to 24 in...	1 75	2 50
24 to 30 in...	2 75	3 25
30 to 36 in...	3 50	4 75
36 to 42 in...	4 75	6 00
42 to 48 in...	6 00	7 75
4 to 5 ft...	9 00	10 25
5 to 6 ft...	12 00	15 00

CLASS B

	Light	Heavy
6 to 8 in....	\$0 35	\$0 50
8 to 12 in....	60	75
12 to 18 in....	1 00	1 25
18 to 24 in....	1 50	2 00
24 to 30 in....	2 25	2 75
30 to 36 in....	3 00	4 00
36 to 42 in....	4 00	5 00
42 to 48 in....	5 00	6 50
4 to 5 ft....	7 50	8 50
5 to 6 ft....	10 00	12 50

(Specimen plants are available in some varieties. Please inquire for quotations)



Azalea, New White



Salmon Beauty

Snow

KURUME *Azaleas*

Slow in growth, compact in habit and profuse in bloom, the Kurume Azaleas are one of the most valuable flowering shrubs for landscape work. They may be used as low borders, as a facer for taller plantings, or in pots for accents on porch or terrace. Their brilliant range of colors makes them indispensable for adding color to a planting. With the pastel shades of pink, lavender, carmine, scarlet, rose-red, salmon, and pure white, as well as variegated, a most magnificent display is yours for the asking. Since they bloom when very young, the Kurume Azaleas give a riotous burst of color at their blooming season. Some of the flowers are hose-in-hose, while others are full singles.

E., Early; M., Midseason; L., Late.

SALMON

BRIDESMAID. E. Bright salmon flowers in large clusters. Free flowering; small, glossy foliage.

PINK PEARL. E. Salmon, hose-in-hose, in large clusters. Free bloomer; bushy.

SALMON BEAUTY. M. Large, hose-in-hose blooms of clear salmon.

SALMON PRINCE. M. Large, single, pure salmon flowers in clusters much like a rhododendron. Compact.

SALMON QUEEN. Large, single, salmon-pink.

LIGHT PINK

APPLE BLOSSOM. L. Beautiful light pink like apple blossoms, with lighter tints toward the center. Foliage glossy green. Very hardy, compact.

CHERRY BLOSSOM. M. Lovely cherry-blossom-pink, hose-in-hose flowers. Dull, dark green foliage.

CORAL BELLS. M. Shell-pink, shading deeper in the center; hose-in-hose. Glossy green foliage.

ORANGE

FLAME. M. Single, madder-red, suffused copper. Good foliage, open growth.

ORANGE CORAL BELLS. M. Hose-in-hose, bright orange blooms. Good foliage. Heavy bloom.

KURUME AZALEAS, continued

WHITE

SNOW. M. Hose-in-hose, snow-white. Free flowering; glossy leaves.

RED AND DEEP PINK

CHRISTMAS CHEER. M. A Christmas favorite with red hose-in-hose flowers. Dark green foliage; compact.

HEXE. M. Large, hose-in-hose, deep red. Low, dense foliage.

HINODEGIRI. L. Vivid rosy scarlet. Shapely, dwarf plant with round foliage.

VIVID. M. Bright red, hose-in-hose flowers. Good grower.

LAVENDER

DOUBLE MAUVE. Delicate mauve, hose-in-hose flowers, fading to white in center.

LAVENDER QUEEN. Flowers light lavender. Free-flowering. Dark green foliage.

	Light	Heavy		Light	Heavy
6 to 8 in...	\$0 50	\$0 75	15 to 18 in....	\$2 00	\$3 00
8 to 10 in...	75	1 00	18 to 24 in....	2 50	3 50
10 to 12 in...	1 00	1 50	24 to 30 in....	3 50	5 00
12 to 15 in...	1 50	2 50			

(For heavy specimen plants, please ask for quotations)

AZALEA PERICAT HYBRIDS

A lovely new group of hybrid Azaleas with excellent foliage and compact growth. Flowers are somewhat larger than the Kurume varieties and are available in a wide color range of both vivid and pastel colors. These are readily grown under any conditions suitable to other Azaleas, and fill the need for an intermediate Azalea group. *A* or *B* indicates the price group below.

DAME MELANIE. Single flower. Light pink striped rose. *A*.

GARDENIA SUPREME. M. Double white flowers of lovely texture. Gardenia-like buds. *A*.

HEXE DE SAFFELARE. Sport of Hexe but with larger flowers of scarlet-red. *A*.

JERSEY BELLS. Large, salmon, hose-in-hose flowers. *A*.

MME. PERICAT. L. Large, light pink, hose-in-hose flowers. *B*.

NEW SWEETHEART. Clear salmon, hose-in-hose flowers. *A*.

PINK PERICAT. Similar to Mme. Pericat but flowers are soft rose-pink. *B*.

SWEETHEART SUPREME. L. Light salmon-pink, double flowers. *B*.

TWENTY GRAND. Deep pink, single to hose-in-hose flowers, similar to Coral Bells but half again as large. *A*.

CLASS A		CLASS B	
	Light		Heavy
6 to 8 in...	\$0 50	6 to 8 in...	\$0 45
8 to 10 in...	75	8 to 12 in...	75
10 to 12 in...	1 00	12 to 18 in...	1 25
12 to 15 in...	1 50	18 to 24 in...	1 75
15 to 18 in...	2 00	24 to 30 in...	2 75
18 to 24 in...	2 50		

CAMELLIAS

CAMELLIA CULTURE

LOCATION. Camellias prefer partial shade, but may be grown in full sun. Never attempt to grow them in full shade. Those planted in a sunny location usually produce more flowers and are bushier and healthier. Particular care should be taken against reflected sun. Camellias should not be planted close to concrete or white walls that reflect afternoon sun.

SOIL. Camellias prefer a good rich loamy soil with acid reaction. This is assured in Central Florida by mixing a good grade of pulverized peat half and half with good top soil, adding a good organic fertilizer. The amount of fertilizer needed depends on the size of the plant. (For a 24 to 30-inch plant add $\frac{1}{2}$ lb.; for a 30 to 42-inch plant use $\frac{3}{4}$ lb.; for a 42 to 60-inch plant add 1 lb.) Mix soil and fertilizer well. The hole for the plant should be dug large enough to allow at least 8 or 10 inches of "Camellia soil" on all sides and under the ball of the plant.

DRAINAGE. It is very important to select a well-drained location, for Camellias will not survive in soil that is waterlogged during the rainy season, although they do require sufficient moisture at all times.

PLANTING. The main point to remember in planting Camellias is that they are surface feeders and must not be planted deep. The crown of the root ball should never be lower than the soil level. We recommend that enough soil be firmly tamped in the bottom of the hole to allow the top of the root ball to be about 2 inches above the level of the adjacent ground at the time of planting. All soil below and at the sides of the ball should be firmly packed to prevent air pockets. Be sure to soak plants thoroughly at time of planting.

MULCH. A good mulch of 3 inches of pine straw or oak leaves should be applied around Camellias after planting. This mulch not only aids in holding moisture around the plant but will also help to protect the surface roots from the hot sun.

FERTILIZING. Camellias should be fed with a good acid fertilizer. Azalea and Camellia fertilizers are made particularly to meet their requirements. The amount of fertilizer applied will vary according to the size of the plant and the condition of the soil. Plants should always be watered well after plant food is applied. When using our special formula, the quantity recommended for an application varies from $\frac{1}{4}$ pound for an 8 to 12-inch plant to 6 to 8 pounds for an 8 to 10-foot plant. Since most Camellias start new growth and form new buds right after the blooming season, there should be a good application of fertilizer at this time. Usually March 1 to 15 is about right for the first feeding in Central Florida, and another about June 1 to 15. A light application in October or November, not heavy enough to stimulate growth, will condition the plants for blooming season.

WATERING. This is one of the most essential points in the successful growing of Camellias. Watering not only assures proper growth and development of flower buds but is a definite aid in the prevention of disease. Camellias prefer a moist soil at all times and the length of time between waterings will depend on climatic and soil conditions. In most instances, a thorough soaking of the root ball once each week is sufficient. Water should be applied liberally so that it will penetrate to the deepest roots. In addition to soaking the soil, the foliage should be sprinkled at frequent intervals, for this is helpful in prevention of pests as well as beneficial to the foliage and plant during dry weather. Foliage should not be sprinkled when there are direct sun rays on the plant.

SPRAYING. Camellias have very few pests. Scales are their worst enemy. A thorough spraying with Volck or some other approved oil emulsion in a 1 to 60 solution will clean them up.

CAMELLIA JAPONICA

The Camellias so popular with gardeners in many parts of the world today, are direct descendants of improved varieties of the species plants that have grown in Eastern Asia for centuries. More than two hundred years ago European traders discovered these plants growing wild in China, Japan and the islands along the Asiatic coast. Their beauty led to the importation of seed as well as plants into the British Isles and other parts of Europe. When the early settlers came to America they brought with them specimens "from the old country," and the plant came to be known as Japonica.

There are several hundred varieties of *Camellia japonica*, ranging in color from white to many shades of pink and red, including a wide assortment of variegations. Bloom forms range from singles to semi-doubles and doubles. Most Camellias are scentless; however, a few are fragrant, particularly when the bloom has been open for several days. *Camellia japonica* is an evergreen, and the pleasing shape and habit of growth, along with the rich, luxurious, dark green foliage, makes it equally at home in the formal garden and in the most informal planting. Depending on individual taste, Camellias may be used as a background for perennial and annual borders and beds or as points of accent for driveway or entrance.

The symbol E indicates early-blooming varieties, M midseason, and L late. However, climatic and weather conditions cause some variation in time of blooming.

CAMELLIAS—STAR CLASS

AKEBONO (Dawn). E. Broad, rounded petals, slightly separated from each other. Semi-double flowers of lovely salmon-pink. Foliage long, dark green, on a compact, vigorous plant.

ALBA SUPREME. M. Large, full double, white with wavy petals. Glossy green foliage; vigorous grower.

ASPASIA. M. Large, red and white, peony-formed blooms. Dark green foliage, sometimes variegated; fast grower.

BESSIE McARTHUR. E. Very large, clear pink, semi-double to loose peony flowers with prominent stamens. Compact, large, dark green foliage.

BRASENNIE. M. Full double, formal flowers with recurved petals. Rose, marbled white. Good foliage.

C. M. HOVEY (Col. Firey; Wm. S. Hastie). L. Perfect, formal, dark red flowers. Large, long, smooth foliage with pointed tips. Slender grower.

COLLETTI MACULATA. M. Peony-formed flower with center of loose petaloids. Deep purplish red with blotches of white.

CORNELIA WHITE. M. Peony form, rosy fuchsia. Good foliage.

DAIKAGURA VARIEGATED. Flowers large, thick, peony type; deep rose color with large white blotches. Sometimes imbricated.

DANTE. M. Full double, symmetrical, pure white flower with serrated petals. Nice foliage.

DAYBREAK. L. Light pink, peony-formed flower. Long-pointed, medium light green foliage with serrated edges.

DEBUTANTE. E. Large, light pink, loose peony-type flower. Rapid grower.

EMPEROR OF RUSSIA. M. Very large, red, peony-formed flower with golden stamens among twisted petals. Large, dark green leaves.



Mathotiana Variant

CAMELLIAS, STAR CLASS, continued

- EMPRESS.** E. Large, semi-double, rose-pink flower with ruffled petals. Very showy bloom.
- EMPRESS VARIEGATED.** E. Large, rose-pink, semi-double flowers with white markings.
- GIGANTEA.** M. Large, peony formed, red and white. Spreading growth.
- GOVERNOR MOUTON.** L. Peony formed, deep red mottled with white. Good grower.
- IMURA.** E. Very showy, semi-double, white flower 5 to 6 inches across, with large porcelain-like petals reminding one of a waterlily. Foliage medium green, long, narrow, and drooping slightly at tips.
- LADY MARION.** M. Large, peony-formed, deep pink flowers. Good foliage and compact, upright growth.
- LAUREL LEAF.** M. Large, full double, lovely light salmon-pink marbled with white. Has numerous narrow, incurving petals opening flat.
- MARCHIONESS OF SALISBURY.** M. Peony-formed flower of deep madder-red, variegated white. Very dwarf, slender, willowy habit of growth.
- MARQUIS D'EXETER.** L. Fine peony-formed bloom of blush-pink striped rose-pink, with showy yellow stamens. Vigorous foliage.
- MATHOTIANA RUBRA.** M. Very large, thick, deep red flower with purple cast. Shows some stamens when fully open. Fast grower with dark glossy green foliage.
- MATHOTIANA VARIANT** (formerly C. M. Hovey). M. Very large flower, full double, imbricated; dark crimson-red, marbled with white. Probably a sport of Mathotiana. Known as C. M. Hovey but identified by Camellia authorities as Mathotiana Variant.
- MONJISU VARIEGATED.** M. Deep red, splashed with white, with prominent stamens. Compact growth.
- MRS. LUERMAN.** L. Double, imbricated vivid red flower with white markings. Heavy bloomer; slow, compact growth.
- NAGASAKI.** E. Large, semi-double flower with prominent stamens; thick wavy petals ranging in color from white to deep rose-pink.

CAMELLIAS, STAR CLASS, continued

- PINK BALL.** M. Delicate light pink, medium round flowers with regular outer petals and inner petaloids interspersed with stamens. Dull green foliage.
- PRINCESS BACHANACHI.** L. Full double, dark red mottled with white. Large, rounded, glossy dark green foliage, sometimes mottled with yellow. Slow growth.
- PRINCESS NAGASKIE.** M. Large, semi-double to single flowers, heavily variegated rose-red and white. Large, deeply serrated, medium to pale green foliage, sometimes variegated with cream-white.
- PURITY.** L. Dazzling white, porcelain-like formal flowers with slightly waved petals. Slender, vigorous grower with pointed, deep glossy green foliage.
- ROSE DAWN.** M. Very double, rose form, rose-pink blooms.
- ROSEA SUPERBA.** M. Very large, beautiful light pink flowers, showing some stamens when fully open. Fast grower with large, dark green foliage.
- ROSEA SUPERBA VARIEGATED.** M. Large, double, light pink flowers with white blotches on petals. Large, dark green leaves.
- SCARLETT O'HARA.** L. Formal dark red, with few white spots occasionally. Slow slender growth.
- SNOWDRIFT.** M. Semi-double, white with yellow stamens. One of the finer whites.
- SPECIOSA.** M. Peony-formed flower similar to Professor C. S. Sargent, but variegated crimson and white.
- VICTOR EMMANUEL.** L. Very dark red bloom of loose peony to semi-double form. Rounded, glossy dark green foliage, deeply serrated at edges.
- WILLIAM PENN.** L. Semi-double to loose peony form, of deep purplish shade. Glossy, dark green, rounded leaves. A good upright grower.

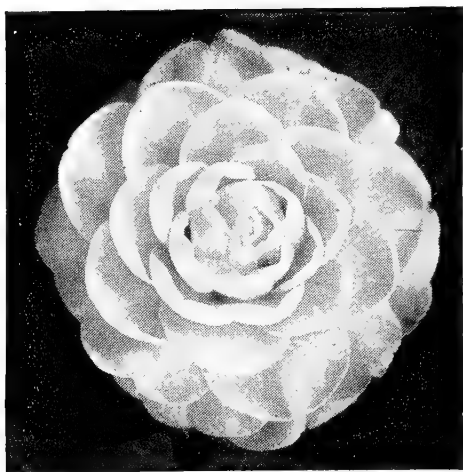
PRICES OF STAR CLASS

	Light	Heavy		Light	Heavy
8 to 12 in...	\$3 00	\$5 00	30 to 36 in...	\$15 00	\$20 00
12 to 18 in...	5 00	7 50	36 to 42 in...	22 50	27 50
18 to 24 in...	7 50	10 00	42 to 48 in...	30 00	40 00
24 to 30 in...	10 00	12 50			

(Ask for quotations on heavy specimen plants)

CAMELLIAS—CLASS A

- ALBA PLENA.** E. Full double, wax-like, pure white. Light green foliage.
- BOUTONNIERE.** M. Small, deep red flowers, rose form at first but opening to semi-double, with stamens visible. Petals at center of flower streaked with white. Foliage rounded, smooth, dark green.
- BRILLIANT.** L. Full double, brilliant red.
- BROOKLIANA.** E. Deep pink with white spots and blotches.
- CAMEO PINK.** E. Full double, light pink flowers with golden stamens in the center.
- CAMPBELL.** L. Dark red, formal blooms on vigorous-growing, compact plants.
- CHANDLERI ELEGANS.** M. Immense, semi-double, pink and white with golden stamens.
- CLIVEANA.** M. Semi-double, light pink.
- DERBIANA.** E. Rose-formed, rose-colored flowers showing prominent stamens among a few short petaloids when fully open. Deep glossy green, long, sharply pointed foliage. Wil-lowy growth.



Pink Perfection

CAMELLIAS, CLASS A, continued

DUC D'ORLEANS. E. Large, loose peony-formed flowers of soft fleshy pink striped and speckled rose. Prominent golden stamens.

PINK SPORT OF DUC D'ORLEANS. M. Large flower of peony type with slightly wavy outer petals. Soft rose-pink in color.

DUCHESSE D'ORLEANS. Formal type, white often striped rose-pink.

FANNY BOLIS. M. Semi-double, deep red with numerous white blotches on the petals. Vigorous, dark green foliage.

FEASTI. M. Full double, varying from white with flecks of pink to rose striped or solid pink.

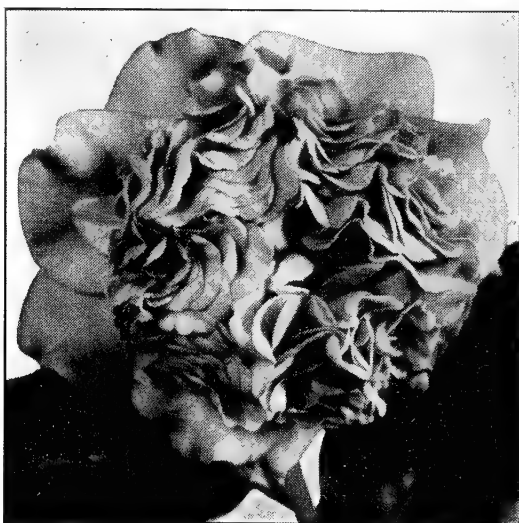
GOMEZ. E. Full peony form, salmon-pink spotted with white and striped with rose.

HARLEQUIN. M. Double imbricated to peony-formed flowers may be found on the same plant. Pink and white variegated to solid color.

HERME. M. Pink and white variegated flowers of semi-peony form. Faint fragrance.

HORKAN. L. Semi-double; white striped with red, pink, and rose.

IMPERATOR. L. Peony form; darkest red with golden stamens.



Prof. C. S. Sargent

CAMELLIAS, CLASS A, continued

KUMASAKA (Lady Marion). M. Large, deep pink flowers of peony form. Unusually glossy, long, narrow, pointed, sharply serrated foliage.

KUMASAKA VARIEGATED. M. Dark pink, peony-formed flowers variegated with white. Compact, upright growth.

LADY VANSITTART. L. Large, semi-double, dark red.

LADY VANSITTART VARIEGATED. L. Semi-double; pure white base striped with various shades of red.

MONARCH. M. Peony form; deep pink with many clusters of petals and stamens inside the larger outer petals.

OTOME. M. Full double, light pink with imbricated petals.

PINK PERFECTION. E. Formal double, wax-like flowers of shell-pink. Perfectly symmetrical; one of the best.

PRIMA DONNA. Large, semi-double, bright pink flowers with veined petals. Small, dark green foliage.

PRINCE EUGENE NAPOLEON. E. Full double, deep red. Excellent blooms at Christmas-time.

PROF. C. S. SARGENT. E. Bomb peony type; dark crimson-red.

PRICES OF CLASS A

	Light	Heavy		Light	Heavy
8 to 12 in...	\$1 00	\$1 50	30 to 36 in....	\$8 00	\$10 00
12 to 18 in...	2 50	3 00	36 to 42 in....	12 50	15 00
18 to 24 in...	4 00	5 00	42 to 48 in....	17 50	20 00
24 to 30 in...	6 00	7 00			

(Ask for quotations on specimen plants)

CAMELLIAS—CLASS B.

CHURCHWELL WHITE. M. Small, double, pure white. Perfect for hair arrangements and small corsages.

DIXIE. M. Medium size, very double, rose-pink.

ELATA. L. Large peony form, deep rose color with golden stamens.

ENRICO BETTONI. Semi-peony form, large, salmon-pink.

GLOIRE DE NANTES. M. Large, semi-double, cerise with crinkled center petals.

JARVIS RED. M. Semi-double; crinkled petals of blood-red with golden stamens interspersed.

LEEANA SUPERBA VARIEGATED. Large, semi-double to peony form; rose-pink, striped on twisted white petals.

OPELOUSAS PEONY. M. Peony form, light pink.



Jarvis Red



Sasanqua Camellia, Mine-No-Yuki

CAMELLIAS, CLASS B, continued

REV. JOHN BENNETT. L. Semi-double; orange-red, often with stamens twisted with the petals.

T. K. VARIEGATED. L. Semi-double, light pink with darker pink margins and stripes. Large cluster of yellow stamens in the center. Very good bloomer and compact grower.

TRICOLOR. M. Semi-double flower with red stripes on almost white petals.

PRICES OF CLASS B

	Light	Heavy		Light	Heavy
8 to 12 in...	\$1 00	\$1 50	24 to 30 in....	\$4 50	\$5 50
12 to 18 in...	1 50	2 00	30 to 36 in....	7 00	8 50
18 to 24 in...	2 50	3 50	3 to 4 ft....	10 00	12 50

(We have some large specimens in some varieties.
Please ask for quotation)

CAMELLIA SASANQUA

Not quite so well known as Japonica, *Camellia Sasanqua* is becoming very popular with gardeners. It is a fine evergreen shrub with beautiful flowers borne in profusion in the fall. The foliage is small, dark shiny green, with slender branches. It is much hardier than *C. japonica* and can stand excessive moisture or dryness, over-fertilization, etc.

CLEOPATRA. Semi-double, peony-formed flower of rose-pink. Very compact grower. Good for screen or individual specimen.

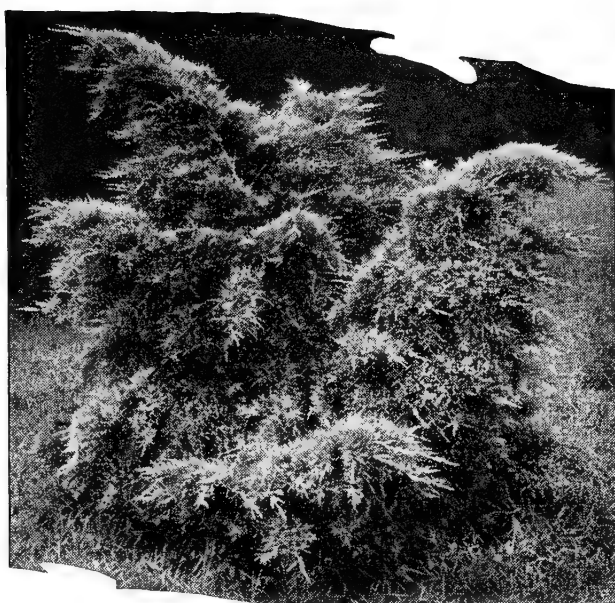
MINE-NO-YUKI (Snow on the Mountain). Large, double, white blooms of waxy texture. In full bloom it looks like a hill of snow. A good plant for hedges and screens.

ROSEA. Large, single, deep pink flowers resembling the Cherokee Rose. Cluster of yellow stamens in center. Open, upright grower.

SETSUGEKKA. Semi-double flowers of pure white, with pink tint along edges of slightly ruffled petals. Plant erect and compact, with dark green, handsome foliage.

PRICES OF CAMELLIA SASANQUA

	Heavy		Heavy
18 to 24 in.....	\$2 00	30 to 36 in.....	\$5 00
24 to 30 in.....	3 00	3 to 4 ft.....	6 00



Juniperus chinensis Pfitzeriana

Coniferous EVERGREENS

Although evergreens are planted more extensively in the northern states, they may be used very effectively in Florida gardens, for they have an air of formality and dignity that no other plant can offer. Besides, the solid bank of green which their foliage provides serves as an excellent background and frame for the exuberant colors of the flowering trees, shrubs, and vines that flourish in the South.

Used as a specimen, in hedges, informal plantings, or as foundation plantings, the evergreens with their cool green foliage make fine subjects. They range from tiny creeping plants to dense shrubs and magnificent stately trees. The gardener's task—and pleasure—is to choose exactly the right evergreen for the location in mind.

ARBORVITAE orientalis aurea nana. A very attractive little tree with green and gold foliage. The growth is neat, compact, and symmetrical.

	Each		Each
8 to 12 in.....	\$1 50	12 to 18 in.....	\$2 00
A., Baker's Hybrids. A pyramidal form with green foliage.			
	Each		Each
8 to 12 in.....	\$1 00	24 to 30 in.....	\$2 50
12 to 18 in.....	1 50	30 to 36 in.....	3 00
18 to 24 in.....	2 00		

CUPRESSUS arizonica oblonga glauca. A hybrid evergreen with almost horizontal growth. Lovely gray-green foliage. This Cypress is quite hardy and is suited to hot dry locations. Planted extensively in the Southwest.

	Light	Heavy
4-gal. can.....	\$7 50	\$10 00

JUNIPERUS chinensis sylvestris. Grows well in the lower South. Dark green, needle-shaped leaves. Upright and compact in habit.

	Each
2 to 3 ft.....	\$2 50

J. chinensis Pfitzeriana. Low, flat, spreading; bluish green foliage. Very good for dry locations, for it resists drought. Valuable for foundation plantings.

	Each		Each
12 to 18 in.....	\$1 75	2 to 3 ft.....	\$3 00
18 to 24 in.....	2 25	3 to 4 ft.....	4 00

J. excelsa stricta. A columnar form, more hardy and with more glaucous leaves.

	Each		Each
12 to 18 in.....	\$1 50	18 to 24 in.....	\$2 00



Podocarpus macrophylla maki

CONIFEROUS EVERGREENS, continued

PODOCARPUS macrophylla maki. Broad leaves, light green when young, becoming dark as they mature. Of upright shrubby habit, it is easily sheared into hedges and screens.

	Each		Each
18 to 24 in.....	\$3 00	4 to 5 ft.....	\$5 50
2 to 3 ft.....	3 50	5 to 6 ft.....	7 50
3 to 4 ft.....	4 50		

P. macrophylla sinensis. Very similar to the preceding except that the leaves are somewhat larger and darker green. A more rapid grower.

	Each		Each
18 to 24 in.....	\$2 00	4 to 5 ft.....	\$4 50
2 to 3 ft.....	2 50	5 to 6 ft.....	6 00
3 to 4 ft.....	3 50		

P. nagi. Entirely different from any of the other Podocarpus. This is a slender, gracefully branched, symmetrical shrub or small tree with oval, dark green, shining leaves.

	Each		Each
Gal. can.....	\$1 50	2 to 3 ft.....	\$4 00
5-qt. can.....	2 00	3 to 4 ft.....	5 00
18 to 24 in.....	3 00	4 to 5 ft.....	6 00

(We have some excellent specimens. Please inquire for quotations)



Arborvitae orientalis aurea nana

CITRUS FRUITS

No property in Florida, no matter how small or how large, is complete without some citrus trees to provide fruit for family use. Through careful selection of varieties, a fruit supply for almost the entire year may be had. Even the small property owner can satisfy his desire to have fresh fruit for the picking without sacrificing the attractiveness of his home grounds. Ornamental as well as useful, citrus trees may be used as specimens or in shrubbery border plantings. Being evergreen, they furnish a pleasing picture from blooming time until the last fruit is taken from the branches.

Any well-drained garden soil in our area will grow citrus fruit, but it is best to avoid either a stiff clay or an excessively sandy soil. Clay is too difficult to cultivate and sand does not retain enough plant food. A medium loam is therefore to be preferred. Larger trees, like the orange and grapefruit, need 25 to 30 feet each way, while 15 to 20 feet is enough for smaller ones.

GRAPEFRUIT

MARSH SEEDLESS. Late. Smooth yellow skin. Seedless.

RUBY PINK. Early. One of the best. Ruby-pink color, often showing through the smooth skin. Seedless and very prolific. Fine flavor.

LIME

KEY. Small, very acid, juicy fruit.

LAKELAND. Smooth-skinned, medium-sized fruit. Acid.

TAHITI or PERSIAN. Everbearing, with large fruit.

LEMON

MEYER. Dwarf, with large fruit. Everbearing.

PONDEROSA. Giant Lemon of fine quality. Novelty.

VILLA FRANCA. Juicy, strongly acid, seedless.

ORANGES

HAMLIN. Early. Medium to large fruit of fine quality. Juicy.

KING. Midseason to late. Heavy skin but peels easily. Good flavor.

PARSON BROWN. Early. A favorite for commercial plantings.

PINEAPPLE. Midseason. Deep red fruit with a distinctive pineapple fragrance and flavor. A heavy producer.

SATSUMA. Very early. Smooth skin which parts freely from the pulp. Sweet and highly flavored.

SUMMERFIELD NAVEL. Early. Fine flavor. Best quality.

TANGERINE. A "kid glove" Orange of medium size. Rich spicy flavor. Deep orange in color.

TEMPLE. Late. Best of all Oranges. Very juicy and delicious.

VALENCIA. Late. Medium to large; good color. Finest quality.

KUMQUAT

MARUMI. Round fruit 1 inch in diameter. Bright golden yellow rind, sweet, with pleasantly acid pulp.

MEIWA. Round, slightly larger than Marumi. Sweet when fully ripe.

NAGAMI. Oblong, 1½ to 2 inches long and 1 inch in diameter. Sweet golden yellow rind; acid pulp.

SPECIMEN BEARING TREES

We sometimes have bearing-size trees of good varieties on which we make special quotations. Ask us for listing on these.

OTHER CITRUS

CALAMONDIN. Orange-red, 2 inches in diameter. Thin skin, easily removed. Clear, acid juice.

TANGELO. A cross between a tangerine and a grapefruit. Easy to peel; smaller than grapefruit but similar in growth. Tops in flavor.

PRICES OF CITRUS TREES

$\frac{1}{2}$ to $\frac{3}{4}$ -in. cal.....	Each \$2 00	1 to 1 $\frac{1}{2}$ -in. cal.....	Each \$3 50
$\frac{3}{4}$ to 1-in. cal.....	2 50		

(For quantity lots for grove planting, please ask for our special quotations)

TUBBED CITRUS

From time to time we have bearing-size citrus in tubs, in bloom and fruit. Please ask for special prices on these trees.

SMALL FRUIT and NUTS

Fortunate indeed is the Central Floridian who has a good selection of trees to provide fruits for his table, for preserves, pickles, jellies, jams, drinks, and for canning.

The varieties we offer have been found best for Central Florida. Within a short time after being planted, these trees will begin to provide your family with delicious fruits.

Not only are these trees valued for their fruits and nuts, but the lovely flowers of the peach, pear, and plum make them valuable also as ornamentals, while the foliage of the loquat and pecan makes them useful for shade. Truly, the versatile fruit trees are a "must" for your home garden.

FIGS

BROWN TURKEY. Medium-sized, round, coppery brown fruit with amber flesh. Fall.

CELESTE. Small; violet color with rose flesh. June, July.

2 to 3 ft., B.R.....	Each \$1 00	4 to 5 ft., B.R.....	Each \$2 50
3 to 4 ft., B.R.....	1 50		

(B&B, double above prices)

MUSCADINE GRAPES

FLOWERS. Purplish, large, sweet fruit. Aug., Sept.

JAMES. Large, black, juicy. Aug. to late fall.

SCUPPERNONG. Large, bronzy, very juicy. Aug., Sept.

THOMAS. Reddish purple with sweet amber pulp.

2-yr., B.R.....	Each \$1 25
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BUNCH GRAPES

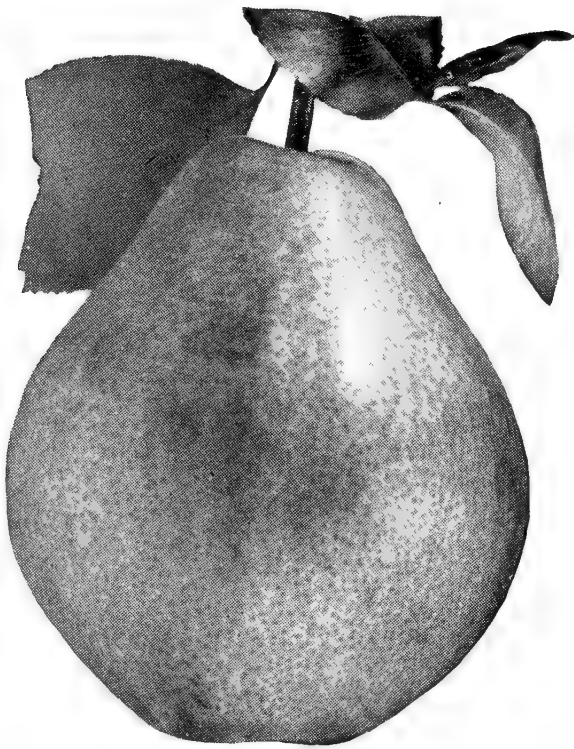
BEACON. Black. Good quality. Early.

CARMAN. Large, black Grape with thin skin.

CONCORD. Large, blue-black, very sweet. Heavy producer.

NIAGARA. Greenish yellow. Prolific. One of the best.

2-yr., B.R.....	Each \$1 00
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Pineapple Pear

SMALL FRUITS and NUTS, continued

PEARS

HOOD. Large, yellowish green fruit with white flesh. Juicy and mellow. June, July.

PINEAPPLE. Blight resistant. Flesh coarse but juicy. July, Aug.

Each	Each
3 to 4 ft., B.R. \$1 50	4 to 5 ft., B.R. \$2 00

PERSIMMON

GAILEY. Small, oblate-conical, red. Used to insure pollination.

TANE-NASHI. Large, conical, light yellow, changing to bright red. Flesh yellow. Very prolific.

Each	Each
2 to 3 ft., B.R. \$1 50	3 to 4 ft., B.R. 2 00

PLUM

ABUNDANCE. Lemon-yellow fruit overspread with bright cherry. Flesh orange-yellow, melting, rich, and with highly aromatic flavor. Heavy bloomer. One of the best-known Japanese varieties.

EXCELSIOR. Medium to large, round fruit of wine-red. Very juicy.

Each
3 to 4 ft., B.R. \$1 50

PEACHES

ANGEL. Large fruit with yellow skin washed with red. Freestone. June.

JEWEL. Best variety for Central Florida. Medium to large Peach of finest quality. Freestone. May.

Each	Each
2 to 3 ft., B.R. \$1 25	3 to 4 ft., B.R. \$2 00



2½-year-old Pecan Tree

SMALL FRUITS and NUTS, continued

PECANS

CURTIS. Thin shelled, finest quality. Prolific.

MONEYMAKER. Medium size; medium shell. Good quality.

SCHLEY. Medium to large, with very thin shell. Excellent.

STUART. Large, medium thin shells. Very hardy.

	Each		Each
4 to 5 ft., B.R.....	\$3 00	5 to 6 ft., B.R.....	\$5 00

GUAVA

RED CATTLEY. Red skin and yellow flesh. Fruits valuable for jellies, for they are very acid. Fine dark evergreen foliage.

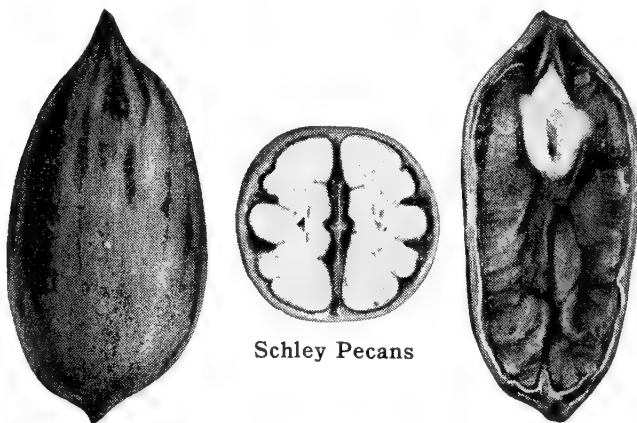
YELLOW CATTLEY. Fruit is yellow all through. These trees are very often used as ornamentals because of the attractive foliage.

	Each		Each
Qt. can.....	\$1 00	Gal. can.....	\$1 50

LOQUAT

ERIOBOTRYA JAPONICA. A handsome, large-leaved, medium-sized tree producing oblong yellow fruit similar in size to a plum. Fine subacid flavor; valued for preserves and table use. Tree is evergreen and will stand considerable frost.

	Each		Each
Gal. can.....	\$1 50	4 to 6 ft.....	\$6 00
2 to 3 ft.....	2 50	6 to 8 ft.....	10 00
3 to 4 ft.....	3 50		



Schley Pecans

Florida LAWNS

Lawns are a vital part of any landscape picture. No matter how fine plants are used in any planting, or how pretentious the house may be, the effect is lost without a good lawn. A beautiful carpet of rich green grass is the indispensable final touch.

Since the lawn is a permanent part of the landscape, it is essential that time be taken to grade the surface carefully and to prepare the soil properly before the stolons are set. Since the soils of Florida are so sandy, the wise lawn-maker insures the best possible soil by the addition of 3 to 4 inches of peat, which is best spaded and cut into the ground. Not only does the peat add some food to the soil but it also improves its ability to hold moisture. Another advantage is that the built-up soil can hold fertilizer and prevent it from leaching out before the grass roots can pick it up. After the soil is prepared, it should be watered well and rolled to make a compact planting surface.

The grass stolons should be planted in rows about 6 inches apart and 4 inches apart in the row. One bushel of stolons should plant 400 to 500 square feet of lawn surface. As soon as they begin to grow, a second application of good fertilizer should be applied, and plenty of water should be given at all times. With reasonably good care, the area should be covered with grass in sixty to ninety days. During the period of growth, weeds and foreign grasses should be kept out.

LAWN GRASSES

CENTPEDE GRASS (*Eremochloa ophiuroides*). A drought-resistant grass with fine foliage, creeping close to the soil. One of the lawn grasses most used in this section. Needs very little care once it is established and does not require mowing so often. Makes a thick cushiony sod.

ST. AUGUSTINE GRASS (*Stenotaphrum secundatum*). Bitter Blue Stem. Leaves are broad and easily clipped. Somewhat resistant to chinch bug. Remains green the entire year. May be grown close to salt water.

Prices of Centipede and St. Augustine Grass

Bus.....	\$2 00
In 3 to 5-bus. lots, per bus.....	1 75
10 bus. or more, per bus.....	1 50

ORNAMENTAL GRASSES

Ornamental grasses have a variety of uses. Their foliage, in varying shades of green, is desirable for mass and border planting, for combining with other plant material and for ground-covers and pot plants. We offer here the grasses most suitable for growing in this locality.

CORTADERIA SELLOANA. Silver Pampas Grass. A clump grass with long, graceful, gray-green foliage and large, silvery white plumes in the fall, often 2 feet long. Good in shrubbery borders and especially fine with massed clumps of bamboos and other ornamental grasses.

Small clumps.....	\$1 50
Medium clumps.....	2 50
Large clumps.....	3 50

LIRIOPE MUSCARI. Low-growing grass for the border. Rather broad, dark green foliage and clusters of lavender flowers resembling the grape hyacinth. Recommended for edgings, ground-cover effects, and for planting in shady places where it is difficult to make plants grow.

Single pip.....	\$0 12½
Clump.....	35

ORNAMENTAL GRASSES, continued

OPHIPOGON JAPONICUM. Low-growing grass with very narrow, dark green leaves. Used as a ground-cover for shady spots or for low borders. Evergreen. The maximum height is 8 to 10 inches and the plant stands dry conditions well. It is popular for formal edgings for walks and beds.

Single pip.\$0 05
Clump. 25

We offer a complete landscaping service to those who want a good job done by men who know how to do it. Whether it is a shade or palm tree for your lawn or a citrus grove or a rose garden that you need, we shall be glad to look over your grounds, advise what is the best plant material for your purpose, and then do the whole job for you. Call on us for help in any landscaping work.



Hemerocallis Border

HEMEROCALLIS

(Daylily)

These decorative perennials are rapidly growing in favor and well deserve their popularity. The flowers are wonderfully beautiful, many of them fragrant; the colors range through all the shades of yellow, from the palest lemon to a deep tawny reddish orange. There are tall varieties as well as low-growing ones, and, if carefully chosen, a succession of bloom may be had from early April through August.

RED

BARONET. 2 ft. Brick-red in color. Stays open evenings. Recurrent bloomer. Evergreen. Early. 50c per pip.

BICOLORS

MIKADO. 2½ ft. An orange flower with mahogany blotch on petals. Good bloomer. Evergreen. Midseason. 25c per pip.

THE YEARLING. 3 ft. Small flowered, multiflora type. Soft peach and brown tones. Very floriferous and vigorous. Evergreen. Midseason. \$1.00 per pip.

HEMEROCALLIS, continued

ORANGE

- AURANTIACA.** 3 ft. Orange with fulvous overcast. Evergreen. Midseason. 25c per pip.
- CHROME ORANGE.** Clear orange. Early, recurrent bloomer. Evergreen. 50c per pip.
- CRESSIDA.** 3 ft. Rich orange flower with fulvous overcast. Very floriferous. Evergreen. Midseason. 25c per pip.
- KWANSO.** 3 ft. Double orange flowers. Deciduous foliage. 35c per pip.

YELLOW

- AMARYLLIS.** 3 ft. Large, golden yellow flower of heavy substance. Vase shaped. Evergreen. Midseason. 35c per pip.
- FLORHAM.** Deep yellow trumpets. Fragrant. Long blooming season. Evergreen. 25c per pip.
- FLORIDA.** 2½ ft. Pastel with darker eye zone. Inclined to fade; best grown in shade. Evergreen. Midseason. 50c per pip.
- GOLDEN WEDDING (Annis Victoria Russell).** 2½ ft. Medium yellow flower. Recurrent bloomer. Evergreen. Early. \$3.00 per pip.
- GOLDEN WEST.** 2½ ft. Big gold flower of good form. Evergreen. Midseason. \$1.00 per pip.
- J. A. CRAWFORD.** Large, soft yellow flower. Evergreen. Early. 25c per pip.
- PATRICIA.** 3 ft. A lovely pale yellow with greenish throat. Recurving petals. Fragrant. Evergreen. Late. \$1.00 per pip.
- THE GEM.** 3 ft. Very good standard yellow. Evergreen. Midseason. 25c per pip.

PALMS and CYCADS

Tropical atmosphere is the theme of Florida plantings, and nothing can achieve it with such striking emphasis as the huge, arching fronds of the many varieties of Palms which can be used in outdoor plantings. Palms need very little in the way of special care. They do require a rich soil with plenty of humus and moisture, and should be given at least two applications of fertilizer each year. This will keep them in fine condition.

ARECASTRUM ROMANZOFFIANUM (Cocos plumosa). Commonly known as Queen Palm. Particularly adapted to the high, well-drained sections of Florida.

Each		Each	
3 to 4 ft.....	\$5 00	6 to 8 ft.....	\$10 00
4 to 5 ft.....	6 50	8 to 10 ft.....	12 50
5 to 6 ft.....	8 50	10 to 12 ft.....	17 50

(For heavy specimen plants, please ask for quotations)

BUTIA CAPITATA (Cocos australis). Recurved, gray-green foliage. Very hardy; rather dwarf. Thrives in any soil.

Each		Each	
18 to 24 in.....	\$2 00	3 to 4 ft.....	\$4 00
2 to 3 ft.....	3 00	4 to 5 ft.....	6 50

PHOENIX CANARIENSIS. Canary Island Date Palm. Tall-growing, massive trunk; long, gracefully drooping foliage. Hardy.

Each		Each	
18 to 24 in.....	\$3 50	2 to 3 ft.....	\$5 00

P. ROEBELENI. Pigmy Date Palm. Fine, fern-like foliage. A dwarf species especially suited for house culture; attractive also for patio, lawn, or foundation planting where temperature permits.

Each		Each	
4-in. pot.....	\$1 50	5-qt. can.....	\$3 50
5-in. pot.....	2 00	24 to 30 in.....	5 00
6-in. pot.....	2 50	30 to 36 in.....	7 50
Gal. can.....	3 00	3 to 4 ft.....	10 00



The large palm in the foreground is fan-type **WASHINGTONIA ROBUSTA**, with a large specimen of single white Oleander to the right. In the left foreground by the walk, **PODOCARPUS LONGIFOLIA** is flanked on each side by specimen grafted Gardenias. At the corner of the house is **PHOENIX RUPICOLA**; the tree with the leaning trunk is **COCOS PLUMOSA**, with low plants of **JASMINUM UNDULATUM** at the left and **Ixora** beside the steps. At the other side of the door is a large sheared specimen of **PODOCARPUS ELONGATA**. The grass is Bitter Blue Stem St. Augustine.

Cocos plumosa Palm. 4-5 ft. Size



PALMS AND CYCADS, continued

SABAL PALMETTO. Cabbage Palm. A native Palm with a tall trunk and a large head of giant fan leaves. Very hardy.

These Palms move better in the hot summer months.
(Please ask for quotations)

WASHINGTONIA ROBUSTA. Thread Palm. A heavy trunk and a compact head of fan leaves copiously furnished with white threads. Hardy.

	Each		Each
2 to 3 ft.....	\$3 00	4 to 6 ft.....	\$7 50
3 to 4 ft.....	5 00	6 to 8 ft.....	12 50

ZAMIA INTEGRIFOLIA. Coontie Palm. A palm-like cycad with tufted dark green, fern-like foliage about 2 feet high. Hardy.

	Each
Gal. can.....	\$2 00

ROSES

Beautiful Roses may be grown successfully in Florida if they are given the treatment and consideration they deserve.

Select a location where drainage is good and where there are no tree roots to rob them of water and plant food. It is necessary to build up our sandy soils by adding peat and dairy or sheep manure. Use about 50 percent peat, and prepare the beds deeply and carefully. The peat helps not only in retaining moisture but in holding the fertilizers in the soil until the root systems may pick it up. Plenty of water is required at all times. Roses should be fertilized at least once each month with dairy or sheep manure, bonemeal, or a good, well-balanced commercial fertilizer.

Roses should be moved only when dormant; December, January and February are preferred months in Florida for the planting of Rose beds. Plants should be kept moist until planted and not permitted to dry out.

After the beds are ready for planting, dig a generous hole for each bush, spacing the plants 2 to 2½ feet apart. Spread out the root systems well, and set the plant the same depth it grew in the nursery. Pack the earth well around the plant and water in thoroughly.

A mulch of leaves around the plants in the bed helps to hold the moisture and keeps weeding to a minimum.

For the control of insect and fungus pests on Roses we recommend a regular spraying with Greenol and Extrax (Orthol Rose Spray Kit) as a preventive as well as a curative treatment.

The following varieties of Roses are highly recommended for our section of the state, and will provide a nice array of cut flowers for the average home gardener:

BUSH

Caledonia. HT. Alabaster-white.

Editor McFarland. HT. Bright rose-pink.

Etoile de Hollande. HT. Lovely dark red.

Golden Dawn. HT. Sunburst yellow.

Golden Ophelia. HT. Bright yellow.

K. A. Viktoria. HT. Snowy white.

Lady Hillingdon. T. Apricot-yellow.

Pink Radiance. HT. Cameo-pink.

Poinsettia. HT. Dark, velvety red.

President Herbert Hoover. HT. Old gold, yellow and pink.

Red Radiance. HT. Clear red.

Talisman. HT. Red, gold and orange.



Rose, Talisman

ROSES, continued

CLIMBERS

Climbing Red Radiance. Clear red.

Crimson Rambler. Bright crimson.

Louis Philippe. Dark red.

Marechal Niel. Creamy yellow.

Silver Moon. Creamy white.

All Roses, 90c each, \$10.00 per doz., \$80.00 per 100

(All Roses are sturdy, strong, choice plants)

Flowering SHRUBS

In planting your home grounds you are doing more than just planting shrubs to make a hedge or a foundation planting or a shrubbery border. You do all that, but you do even more. You are painting a picture, by using the shrubs with flowers and colored foliage as the colors, and your lawn and house as the canvas or background on which you paint. Instead of putting in a mere collection of plants to fill the space, you should study your garden carefully and relate it directly to your house. Like the house, it should be an expression of your personality.

Central Florida is rich in flowering shrubs. The most difficult task for the average home-owner is to narrow down the choice to the particular plants best suited for the spot he has in mind, or the desired effect he wants to produce. Here we can help. Our experienced personnel is always glad to make suggestions and to help you in any way possible.

ABELIA GRANDIFLORA. Small, bright glossy green leaves, turning bronze in winter. White flowers produced in profusion from May until late autumn.

	Each		Each
12 to 18 in.....	\$1 00	2 to 3 ft.....	\$2 00
18 to 24 in.....	1 50		

Continued on page 31

AZALEA KURUME



HINODEGIRI



SNOW



ORANGE CORAL BELL
LAVENDER QUEEN
BRIDESMAID

GARDENIA SUPREME
HORTENSIA
CHRISTMAS CHEER

AZALEAS—*a Riot of Color*



SOME INDIAN AZALEA VARIETIES

1. DUC DE ROHAN
2. FORMOSA
3. FIELDER'S WHITE
4. COCCINEA MAJOR

5. LAWSAL
6. IVERYANA
7. BRILLIANT

Flowering Trees FOR *Florida Gardens*



DOGWOOD, CORNUS FLORIDA

RED BUD, CERCIS CANADENSIS



FLOWERING SHRUBS, continued

ARDISIA CRENULATA. Christmas Berry. Large, dark green foliage with brilliant red berries borne underneath the sheaf of leaves. A fine subject for shade.

Each	Each
Qt. can. \$1 00	Gal. can. \$1 50

BELOPERONE GUTTATA. Shrimp Plant. A small-branched shrub with pointed green leaves and much-branched floral bracts of rich reddish bronze, resembling a shrimp in form and color. The small, inconspicuous flowers are two-lipped, white and orchid. Practically everblooming.

Each	Each
3-in. pot. \$0 75	Gal. can. \$1 50
4-in. pot. 1 00	

BRAZILIAN PEPPER (*Schinus terebinthifolia*). A rapid-growing shrub with dark green foliage. Flowers in terminal heads during the summer, followed by clusters of bright red berries in winter.

Each	Each
Qt. can. \$1 00	4-gal. can. \$2 50
Gal. can. 1 50	

BUDDLEIA. Rapid-growing evergreen shrubs, commonly called Butterfly Bush. The flower clusters bear a resemblance to lilacs and are attractive to butterflies.

B., LAVENDER. Lavender-lilac.

B., LINDLEYANA. Purplish violet.

B., WHITE. White with yellow stamens.

B., YELLOW. Clear yellow spike.

Each	Each
4-in. pot. \$0 75	4-gal. can. \$2 50
Gal. can. 1 50	

BUXUS JAPONICA. Japanese Boxwood. Compact, small-leaved, evergreen shrubs. Excellent for borders and hedges.

Light	Heavy	Light	Heavy
6 to 8 in. . . \$0 50	\$0 75	18 to 24 in. . . \$2 50	\$3 50
8 to 12 in. . . 75	1 00	24 to 30 in. . . 5 00	6 50
12 to 15 in. . . 1 00	1 50	30 to 36 in. . . 6 50	7 50
15 to 18 in. . . 2 00	2 50	3 to 4 ft. . . . 7 50	10 00

(Inquire for quantity prices)

CALYCANTHUS FLORIDUS. Sweet shrub; Carolina Allspice; Strawberry Shrub. A graceful shrub 7 to 8 feet high, with velvety maroon-colored flowers with an unforgettable fragrance.

Each	Each
18 to 24 in. \$1 50	2 to 3 ft. \$2 50

CESTRUM NOCTURNUM. Night-blooming Jasmine. A large, rank-growing shrub with large, olive-green leaves. The masses of greenish white flowers are tubular, small, and extremely fragrant after dark.

C. DIURNUM. Day-blooming Jasmine. Large, open shrub with dark green, shining foliage and masses of pure white, tubular flowers at intervals through the year.

Each	Each
4-in. pot. \$1 00	4-gal. can. \$2 50
Gal. can. 1 50	

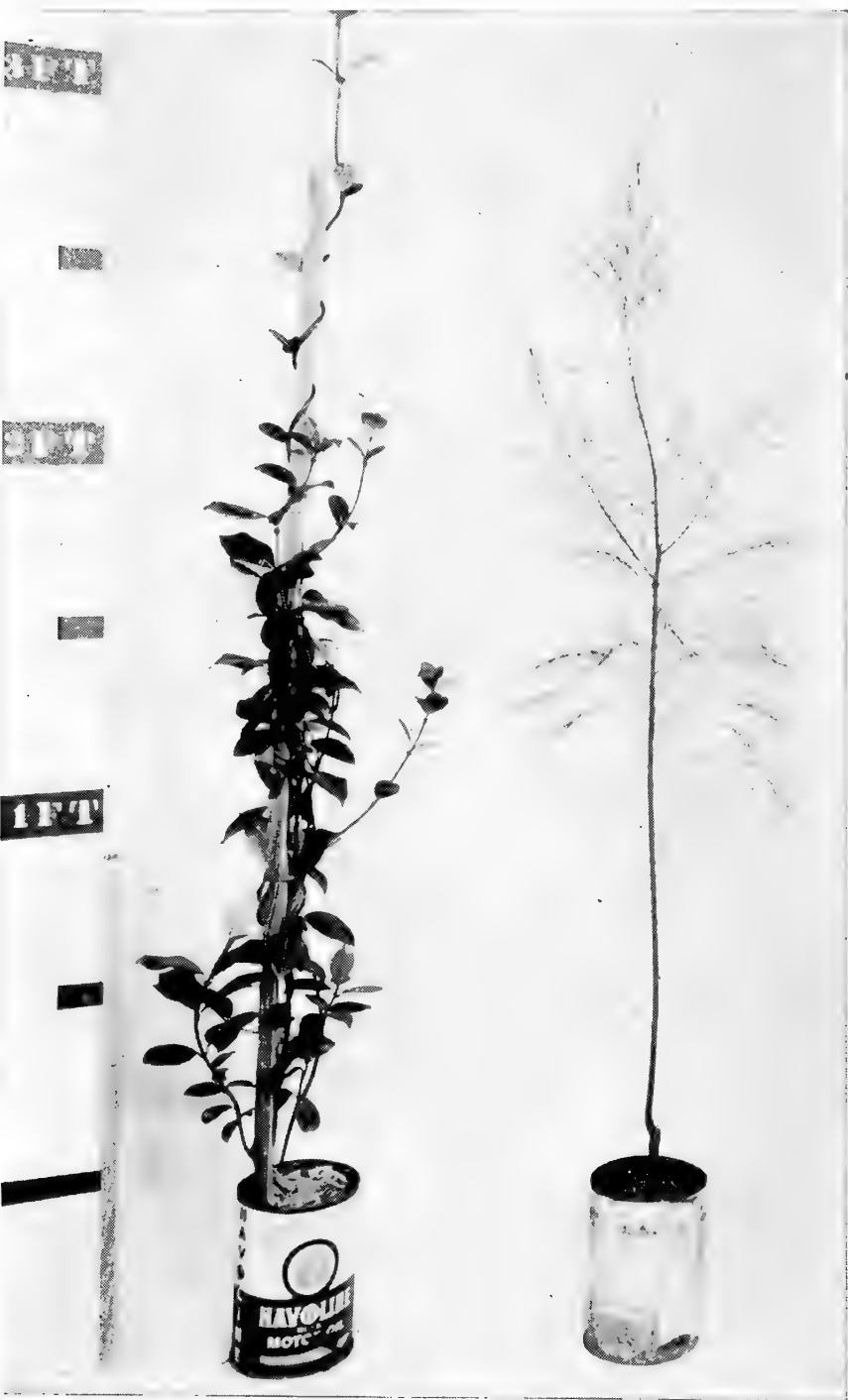
CHALCAS PANICULATA. Orange Jessamine. Small, compact foliage similar to boxwood. Flowers are white, very fragrant, and about the size of an orange blossom.

Each	Each
Qt. can. \$1 00	5-qt. can. \$2 00
Gal. can. 1 50	

Continued on page 34

Our Grading Standards

One of the most important factors to be considered in the purchasing of nursery stock is the grading. At this time when so many plants are sold through advertising, prices may be somewhat confusing. For example, Nursery A may offer a Hibiscus in a gallon can for \$1.00, while Nursery B advertises Hibiscus in gallon cans at \$2.00. The difference may be hard to reconcile until you check and find that the \$1.00 plant is only 10 or 12 inches tall, and very slender, while the



Plants grown in quart cans
Rhynchospermum jasminoides Australian Pine

\$2.00 plant is 18 to 24 inches tall, well branched and bushy—and of course, well worth the difference in price.

Quality, density and condition of the shrub is far more important than the actual physical measurement in most cases. Plants, like people, may grow upright, or spread out and thicken. Therefore, the grading of plant material cannot be completely standardized because of the varying conditions of growth and methods of handling preferred or necessitated by climate, soil and other conditions beyond the control of the grower.

Even in the measurement of height you must allow for tall leggy plants, making the measurements to where the main growth of the plant begins. Also the measurement should be made to where the main part of the plant ends and not to the tip of the thin shoot in the top.

In accordance with the advice of the American Association of Nurserymen, we have set up standard grading for our plants. We have established an average for each size of tree, shrub, etc., and we grade according to this average. This insures your getting well-grown, healthy nursery stock, and our prices are based on quality stock. A poorly grown plant is never a bargain, no matter how cheaply you may buy it.

In the photographs that follow we shall try to show what we consider standard plants in the various sizes. These may be used for the purpose of comparison.



Thryallis glauca

Plants grown in quart cans

Jasminum illicifolium

FLOWERING SHRUBS, continued

CHERRY LAUREL (*Laurocerasus caroliniana*). Small, creamy white flowers followed by glossy black berries. Shiny green foliage. Hardy and rapid growing. Native.

	Each		Each
18 to 24 in.....	\$2 00	2 to 3 ft.....	\$2 50

CLEYERA JAPONICA. Thick, glossy green leaves with red midrib. Fragrant, creamy white flowers. Red berries in winter. Evergreen.

	Each		Each
18 to 24 in.....	\$3 00	2 to 3 ft.....	\$4 00

CROTON (*Codiaeum variegatum*). A tropical shrub valued for the wide variation in leaf color; reds, pinks, yellows and greens, sometimes with several colors combined in one leaf. Used as pot plants, or as shrubs where the temperature permits.

	Each		Each
3-in. pots.....	\$0 75	Gal. can....	\$1 50 and \$2 50
4-in. pot.....	1 00		

DAEDALACANTHUS NERVOSUS. Blue Sage. Coarse-foliaged plant with terminal spikes of royal blue flowers. Blooms in winter.

	Each		Each
4-in. pot.....	\$1 00	Gal. can.....	\$1 50

DURANTA PLUMIERI. Golden Dewdrop. An evergreen shrub with green leaves and racemes of lavender-lilac flowers. The yellow berries hang on all winter. Hardy.

	Each		Each
4-in. pot.....	\$1 00	4-gal. can.....	\$2 50
Gal. can.....	1 50		

We have a special service department which will take care of your lawn, fertilizer, and spray problems. Call our office for an appointment.



Plants grown in gallon cans
Wisteria Australian Oak



Crotons

ELAEAGNUS PUNGENS AUREO-MACULATA. Hardy, fast-growing shrub; silvery green leaves with gold markings and margins. Small, creamy yellow flowers in clusters.

	Each		Each
12 to 18 in.....	\$1 50	2 to 3 ft.....	\$2 50
18 to 24 in.....	2 00		

FEIJOA SELLOWIANA. An evergreen shrub with handsome gray-green foliage and fleshy pink flowers with long red stamens. Commonly called Pineapple Guava.

	Each		Each
12 to 18 in.....	\$1 50	2 to 3 ft.....	\$2 50
18 to 24 in.....	2 00	3 to 4 ft.....	3 50



Plants grown in gallon cans
Phoenix Roebeleni Brazilian Pepper

FLOWERING SHRUBS, continued

GARDENIA FLORIDA. Cape Jasmine. Large, dark, shining foliage and double, formal, white, very fragrant flowers make this one of the most prized shrubs for this section. Needs an acid soil.

G., MYSTERY. Excellent grower. Flowers are much larger than those of *G. florida*.

G., McLELLAN'S 23. Another hybrid with large flowers and compact growth habit.

















	Each		Each
12 to 18 in.....	\$1 00	2 to 3 ft.....	\$2 00
18 to 24 in.....	1 50	3 to 4 ft.....	2 50

GRAFTED GARDENIAS. Because of their susceptibility to root knot, Gardenias are longer lived when grafted onto a root-knot-resistant stock. We offer nice plants at reasonable prices.

Gal. can.....	\$2 50 and	Each \$3 50
4-gal. can.....	3 50 and	5 00



Plants grown in 4-gallon cans

Croton	Bottle Brush
	
	
	
	
	
	
	
	



Plants grown in 4-gallon cans
Rhynchospermum jasminoides Gardenia Graft



Gardenia

HIBISCUS (*Rosa Sinensis*)

The exotic, tropical Hibiscus are daily gaining in popularity with Florida gardeners. They bloom in colorful profusion and there are many new and delightful colors in singles, doubles and semi-doubles. To us, there are no "ordinary varieties," for they are all genuine beauties.

Hibiscus are easily grown, even though they are tropical plants. They need a protected location with full sunlight and well-drained soil. In cold weather they should be banked for protection against freezing; this is particularly true of grafted plants, for if they are banked against freezing above the graft, freezing to the ground will not cause a renewal of the growth of the rootstock. Should they freeze back, however, they will come out rapidly after being cut back and will make a beautiful shrub within a few months, more shapely for the pruning.

Prepare the soil well with peat and fertilize regularly with well-balanced plant food; prune and spray as you would roses. This will give you an abundance of exquisite bloom.

Some of the varieties listed below are available only in the smaller size and some in the complete size range. All of our plants are well grown and have strong root systems. Remember, poor weak plants are never a bargain, no matter how cheap they are. Be sure you get healthy plants. Our stock in some varieties is limited, so select yours as soon as possible.

You are welcome to visit our display grounds at any time and enjoy the many charming varieties in bloom from day to day. New varieties are open almost daily in an enchanting display of exotic loveliness.

AGNES GAULT. Large, single flower shaded satiny pink with white veins.

AGNES GAULT RED. Large, single, red flower with prominent veins.

AMERICAN BEAUTY. Large, double, fuchsia-pink flower.

BETTY CHALK. Single, brilliant red with deeper red throat.

BRILLIANTISSIMA. Large, single, red flower borne in abundance.



Hibiscus, Double Peachblow

FLOWERING SHRUBS, HIBISCUS, continued

CALIFORNIA GOLD. Single, gold to yellow with pink center.

CROWN OF BOHEMIA. Double, large, golden orange, shading to copper-orange with reddish throat.

DOUBLE PEACHBLOW. Large, double, peach-pink with dark center.

DOUBLE PINK AND WHITE. Large, white and deep pink flowers.

DOUBLE DARK RED. Large, double, red with yellow stamens.

DOUBLE WHITE. Medium white flowers.



12 to 18-in. Plants, B&B
Ilex crenata bullata

Elaeagnus aureo-maculata



Hibiscus, Flamingo

EUTERPE. Single, salmon-pink.

FLAMINGO. Large, double, ruffled flower of carmine-pink.

FLORIDA SUNSET. Small, single flower in sunset shades with bronze margin on outer edge of petals.

GOLDEN DAWN. Large, single, golden orange with red veins and brown center.

GRANDIFLORA. Bright light pink with dark eye.

INDIAN CHIEF. Large, single, orange-red.

KONA. Large, double flower of exquisite light pink.

LA FRANCE. Small, bright pink flowers; freest flowering of all Hibiscus. Good foliage and upright grower.

LUNA. Large, single, yellow with creamish tint.

PRIDE OF BELLAIRE. Single, clear yellow.



12 to 18-in. Plants, B & B
Pittosporum Tobira



Thryallis glauca

FLOWERING SHRUBS, HIBISCUS, continued

PSYCHE. Small, single, red bloom with feathery edges. Good dark green foliage.

SCHIZOPETALUS. Commonly known as Fuchsia Hibiscus because of the long stamens and recurved petals. Reddish pink flowers. Small and dainty.

SINGLE PINK. Large, clear pink. Good grower.

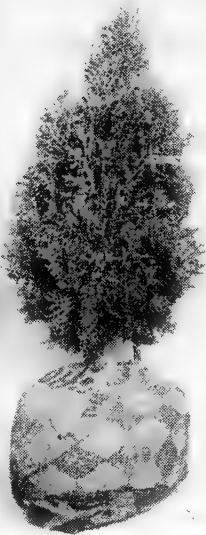
SINGLE SALMON. Lovely salmon-pink flower.

SINGLE SCARLET. Large, single, flaming red.

SINGLE WHITE. Small, white flowers with reddish throat.

SUBVIOLACEOUS. Double, rose-pink. Medium to large flowers. Good foliage.

	Each		Each
Qt. can.....	\$1 00	12 to 18 in., B&B.....	\$1 50
Gal. can...\$1 50 and	2 00	18 to 24 in., B&B.....	2 00
4-gal. can..2 50 and	3 50	24 to 30 in., B&B.....	2 25
		30 to 36 in., B&B.....	2 50
		3 to 4 ft., B&B.....	3 50



18 to 24-in. Plants, B&B
Arborvitae aurea nana *Ixora coccinea*



18 to 24-in. Plants, B&B
Hibiscus *Viburnum odoratissimum*



Hibiscus, Luna

NEW AND RARE GRAFTED HIBISCUS

Although our stock varies from time to time, we offer many of the newer and more choice varieties of Hibiscus. Some of these are hybrids; some are importations from the islands. These include exotic beauties, both single and double, in many different flower formations. We invite you to visit our display grounds and see them for yourself, for we cannot adequately describe the lovely colorings.

Gal. can, grafted.....	Each	\$2 50 and \$3 50
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HOLMSKIOLDIA SANGUINEA. Chinese Hat Flower. A willowy shrub with medium green leaves. Along the sides of the branches are clusters of brownish red and yellow flowers closely resembling Chinese hats. Blooms in summer and fall.

4-in. pot.....	Each	\$1 00	Gal. can.....	Each	\$1 50
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HYDRANGEA HORTENSIS. Very ornamental dark green foliage. Giant trusses of flowers in spring, ranging from white through pink, blue, and lavender. Likes some shade.

4-in. pot.....	Each	\$1 00	Gal. can.....	Each	\$2 00
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IXORA COCCINEA. Flame of the Woods; Jungle Geranium. Large dark green foliage and terminal clusters of brilliant red, star-shaped flowers, on slender tubes. Very tropical.

3-in. pot.....	Each	\$0 75	8 to 12 in., B&B.....	Each	\$1 50
4-in. pot.....		1 00	12 to 18 in., B&B.....		2 00
Gal. can.....		2 00	18 to 24 in., B&B.....		2 50

Complete landscaping service available. There are no charges for consultation service and for estimates. Our experienced personnel will be glad to give you the benefit of their years of experience. Call our office today.

FLOWERING SHRUBS, continued

ILLICIUM ANISATUM. East Indian Anise. Handsome broad-leaved evergreen shrub with aromatic anise-like odor when crushed. Flowers small, inconspicuous, creamy white.

	Each		Each
18 to 24 in.....	\$1 50	3 to 4 ft.....	\$3 00
2 to 3 ft.....	2 00	4 to 6 ft.....	5 00



Severinia



Azalea indica



Ligustrum



Podocarpus

2 to 3-ft. Plants, B&B 3 to 4-ft. Plants, B&B

ILEX CORNUTA. Chinese Holly. A dwarf, compact Oriental variety with exceptionally dark, shiny foliage with spines like regular holly. Berries red, large and showy. A striking shrub for foundation plantings, lawn specimens or borders.

- I. CORNUTA BURFORDI.** Improved Chinese holly with shiny green foliage. Few spines and abundance of red berries.
- | | | | |
|------------------|--------|----------------|-------------------|
| | Each | | Each |
| 18 to 24 in..... | \$2 50 | 4 to 6 ft..... | \$7 50 to \$10 00 |
| 2 to 3 ft..... | 3 50 | 6 to 8 ft..... | 10 00 to 15 00 |
| 3 to 4 ft..... | 4 50 | | |

- I. CRENATA BULLATA.** This new sub-variety of Crenata has small, roundish, glossy leaves. It is a dwarf grower tending to spread fan-wise as it grows larger. It may be pruned to suit individual tastes, and gives promise of immediate acceptance to the ranks of the all-too-limited class of hardy plants for edging and low hedges.
- | | |
|------------------|--------|
| | Each |
| 12 to 18 in..... | \$2 00 |

- I. VOMITORIA.** Yaupon Holly. A native evergreen Holly with small foliage, compact bushy head, and bright red berries produced in great profusion. This is one of our most desirable shrubs for foundation, border, and hedge planting. It may be kept sheared to any shape or size desired, and makes excellent specimens for formal planting.
- | | | | |
|------------------|--------|----------------|--------|
| | Each | | Each |
| 18 to 24 in..... | \$2 00 | 3 to 4 ft..... | \$3 00 |
| 2 to 3 ft..... | 2 50 | | |

- JASMINUM ILLICIFOLIUM.** Very shining, pointed leaves and terminal showy clusters of fragrant white flowers; faintly pink in the bud.
- | | | | |
|---------------|--------|------------------------|--------|
| | Each | | Each |
| Qt. can..... | \$1 00 | 12 to 18 in., B&B..... | \$1 50 |
| Gal. can..... | 1 50 | 18 to 24 in., B&B..... | 2 00 |
| | | 24 to 30 in., B&B..... | 2 50 |

- J. SAMBAC, GRAND DUKE.** Dark green, crumpled foliage and very double, intensely fragrant, white flowers.
- | | | | |
|----------------|--------|---------------|--------|
| | Each | | Each |
| 4-in. pot..... | \$1 00 | Gal. can..... | \$1 50 |

- LANTANA DELICATISSIMA.** Weeping Lantana. Vining type with delicate fern-like foliage and many lavender flowers in clusters.
- | | | | |
|----------------|--------|---------------|--------|
| | Each | | Each |
| 3-in. pot..... | \$0 50 | Gal. can..... | \$1 00 |
| Qt. can..... | 75 | | |



Ligustrum lucidum



Ligustrum japonicum

FLOWERING SHRUBS, continued

LIGUSTRUM LUCIDUM. Bushy, compact shrub with waxy, dark green leaves and panicles of white flowers followed by black berries.

L. LUCIDUM NOBILE. More upright in growth.

	Each		Each
12 to 18 in.....	\$1 50	2 to 3 ft.....	\$2 50
18 to 24 in.....	2 00	3 to 4 ft.....	3 50

L. JAPONICUM. Large green leaves, often with reddish margin. Creamy white flowers followed by bluish black berries. Tall grower.

	Each		Each
18 to 24 in.....	\$1 25	3 to 4 ft.....	\$2 00
2 to 3 ft.....	1 50		

(Bare-root plants of Ligustrum japonicum available during January and February. Inquire for quantity prices.)

MALPIGHIA COCCIGERA. Dwarf Holly. Shining holly-like foliage; flowers small, crepy, pink, followed by bright red berries. Seldom grows more than 2 feet tall.

M. GLABRA. Barbados Gooseberry. Light green leaves and terminal clusters of deep pink flowers. Edible red fruit.

	Each		Each
4-in. pot.....	\$1 00	Gal. can.....	\$1 50

NANDINA DOMESTICA. Heavenly Bamboo. Finely cut foliage, attractively compound, colorfully tinged with red in fall, winter, and spring. Large terminal clusters of bright red berries in winter.

	Each		Each
12 to 18 in.....	\$1 50	18 to 24 in.....	\$2 00

OLEANDER (Nerium oleander). Large, woody shrub with rose-like flowers of red, pink, and white, in both single and double forms. Requires very little care and will thrive in salt spray.

	Each		Each
Qt. can.....	\$1 00	5-qt. can.....	\$2 00
Gal. can.....	1 50		



Pyracantha formosana

PHOTINIA SERRULATA. Serrated, glossy dark green leaves and large clusters of white flowers. New growth is red. Red fruit in winter.

	Each		Each
2 to 3 ft.....	\$2 00	3 to 4 ft.....	\$3 00

PITTOSPORUM TOBIRA. Thick, dark green leaves in rosettes on the stem. Flowers in dense terminal heads, creamy white and very fragrant.

	Each		Each
12 to 18 in.....	\$2 00	18 to 24 in.....	\$2 50

PLUMBAGO CAPENSIS. Blue Leadwort. Small, willowy branches with small, light green foliage along the joint of the stem. Flowers in dense rounded heads, salver shaped, and of a lovely azure-blue.

	Each		Each
Qt. can.....	\$1 00	12 to 18 in., B&B.....	\$1 50
Gal. can.....	1 50		

POINSETTIA, SINGLE RED (*Euphorbia pulcherrima*). Universally known as the Christmas flower. Rich red bracts furnish the color. Large, light green leaves.

Gal. can	\$1 50
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P., DOUBLE RED. Flaming red bracts in pompon effect. Large and showy flowers. Good foliage.

	Each
Gal. can.....	\$2 00

P., WHITE. Yellowish white flower bract. Nice for contrast in red planting.

	Each
Gal. can.....	\$1 50

PYRACANTHA FORMOSANA SPLENDENS. Compact in growth. Fruit is deep glossy red, in immense clusters.

	Each		Each
Qt. can.....	\$1 00	4-gal. can.....	\$3 00
Gal. can.....	2 00		

RAPHIOLEPIS INDICA. Indian Hawthorn. Shining dark green foliage. Star-shaped, pinkish white flowers and purple-black berries.

	Each		Each
18 to 24 in.....	\$2 50	2 to 3 ft.....	\$3 50

SEVERINIA BUXIFOLIA. Foliage dark green and shining, resembling boxwood; branches thorny. Used primarily as hedge.

	Each		Each
12 to 18 in.....	\$1 50	2 to 3 ft.....	\$3 00
18 to 24 in.....	2 25	3 to 4 ft.....	5 00

FLOWERING SHRUBS, continued

SPIRAEA CANTONIENSIS. Deciduous shrubs blooming profusely in early spring. Small, double white flowers in masses.

Each		Each	
12 to 18 in.....	\$1 00	2 to 3 ft.....	\$2 00
18 to 24 in.....	1 50	3 to 4 ft.....	2 50

STENOLOBIUM STANS. Yellow Elder. Pale green foliage accented with large terminal clusters of tubular, golden yellow flowers in early spring.

Each		Each	
Qt. can.....	\$1 00	Gal. can.....	\$1 50

TABERNAEMONTANA CORONARIA. Crepe Jasmine. Fragrant, white, crepe-like flowers used by commercial florists for makeup. Excellent shrub for outside planting. Foliage shining light green.

Each		Each	
Qt. can.....	\$1 00	18 to 24 in., B&B.....	\$2 50
Gal. can.....	1 50		

THRYALLIS GLAUCA. Foliage small, round, pleasing light green, turning to olive and darker tints in the sun. Terminal clusters of brilliant yellow flowers are borne almost continuously all year.

Each		Each	
Qt. can.....	\$1 00	12 to 18 in., B&B.....	\$1 50
Gal. can.....	1 50	18 to 24 in., B&B.....	2 00

THUNBERGIA ERECTA. Pointed, dark green foliage. Flowers rich deep purple with yellow throat.

Each		Each	
4-in. pot.....	\$1 00	Gal. can.....	\$1 50

VIBURNUM ODORATISSIMUM. Large, glossy dark green leaves; fragrant white flowers in dense heads in late spring. Fine for foundation and mass plantings.

Each		Each	
12 to 18 in.....	\$1 50	3 to 4 ft.....	\$3 50
18 to 24 in.....	2 00	4 to 5 ft.....	5 00
2 to 3 ft.....	2 50		

V. SUSPENSUM. Large, deeply veined, rough foliage. Cream-colored flowers in spring and summer. Dwarf.

Each		Each	
12 to 18 in.....	\$2 00	18 to 24 in.....	\$2 50

YUCCA ALOIFOLIA. Spanish Bayonet. Long, narrow, rigid leaves with spiny tips. Flowers creamy white, in long spikes from the center of the leafy crown.

Each		Each	
2 to 3 ft.....	\$2 00	5 to 6 ft.....	\$5 00
3 to 4 ft.....	3 00	6 to 8 ft.....	6 00
4 to 5 ft.....	4 00		

Calliandra



TREES

In the south, trees are real necessities for health and comfort; they are valuable not only for their shade but also for their flowers, seed pods, and foliage. Without some shade most home grounds have a forlorn and unfinished look. Properly placed shade trees can change an ordinary-looking property into a distinguished one, for they can cut out what needs to be hidden and emphasize the good points. The flowering trees with their profusion of lovely bloom are most attractive in season.

Generally speaking, the best location for trees is to the rear and side of the grounds, where they can frame the house without preventing light or air from reaching it.

In selecting your trees, the best plan is to select the tree for the spot, not the spot for the tree. Thus you will be sure of adding the touch that you desire, rather than just sticking in a tree to take up room.

AUSTRALIAN PINE (Casuarina Cunninghamiana). Finely cut foliage similar to that of true pines, though smaller. Valuable for hedges, windbreaks, etc.

	Each		Each
3-in. pot.....	\$0 40	Gal. can.....	\$1 00
Qt. can.....	75	4 to 6 ft., B&B.....	3 50

BAUHINIA ALBA. White Orchid Tree. Deciduous but produces masses of lovely orchid-like flowers in early spring. Foliage bilobed; flowers pure white.

B. VARIEGATA. Flowers 3 or more inches across, of pleasing lavender with a deeper purple center petal.

	Each		Each
Qt. can.....	\$1 00	4-gal. can.....	\$3 50
Gal. can.....	1 50		

CALLIANDRA HAEMATOCEPHALA. Powder-Puff Tree. New tropical to semi-tropical shrub, somewhat hardier than Hibiscus. Produces showy masses of brush-like, red flowers similar to Mimosa over the winter months.

	Each		Each
Gal. can.....	\$2 50	4-gal. can.....	\$5 00

CALLISTEMON RIGIDUS. Bottle-brush. Small, slender, dark green leaves. Cylindrical, brush-like flower spikes of bright green with many brilliant red stamens producing a brush-like effect.

C. CITRINUS. Weeping Bottle-brush. Foliage is lighter green and growth is trailing.

	Each		Each
Qt. can.....	\$1 00	4-gal. can.....	\$3 50
Gal. can.....	2 00		

CAMPHOR-TREE (Cinnamomum camphora). Fast-growing tree with shining light green foliage. Evergreen.

	Each		Each
Qt. can.....	\$1 00	Gal. can.....	\$1 50

CERCIS CANADENSIS. Redbud; Judas Tree. A deciduous tree with rounded leaves, producing an abundance of rosy pink flowers in early spring before the leaves appear.

	Each		Each
4 to 6 ft., B&B.....	\$4 00	8 to 10 ft., B&B.....	\$10 00
6 to 8 ft., B&B.....	6 00		

(Bare-root plants available in December, January and February at half above prices.)

CHERRY LAUREL (Laurocerasus caroliniana). Shiny green leaves; small, creamy white flowers followed by glossy, black berries. Hardy and rapid growing. Native.

	Each		Each
18 to 24 in.....	\$2 00	2 to 3 ft.....	\$2 50

TREES, continued

CORNUS FLORIDA. Dogwood. A small tree with spreading, heart-shaped foliage, brilliant in color in the fall. Snowy white bracts are abundantly produced in early spring before the leaves.

Each		Each	
3 to 4 ft., B&B.....	\$3 00	4 to 6 ft., B&B.....	\$4 00
<i>(Bare-root trees available in December, January and February at half above prices.)</i>			

CRAPE MYRTLE (*Lagerstroemia indica*). A deciduous tree with immense bouquets of flowers in spring and summer. We can furnish it in rose and white.

Each		Each	
18 to 24 in., B&B....	\$1 50	3 to 4 ft., B&B.....	\$3 00
2 to 3 ft., B&B....	2 00		

(Bare-root trees available in December, January and February at half above prices.)

EUCALYPTUS RUDIS. Desert Gum. Tall, slender, fast-growing tree with rough gray bark. Leaves lance shaped.

E. ROSTRATA. Red Gum. Aromatic, narrow, lance-shaped leaf; smooth gray bark.

E. ROBUSTA. Swamp Mahogany or Gum. Very fast-growing, slender tree with an oval leaf. Rough, persistent bark.

Each		Each	
Qt. can.....	\$1 00	4-gal. can...	\$2 50 and \$3 50
Gal. can.....	1 50		

GREVILLEA ROBUSTA. Australian Silk Oak. Dark green, fern-like foliage, silver beneath. Large trusses of orange-yellow flowers with an undertone of brown are borne in profusion in early spring.

Each		Each	
Qt. can.....	\$1 00	4 to 6 ft., B&B.....	\$3 50
Gal. can.....	1 50		

ILEX, East Palatka. Foliage light green, of medium size, almost smooth and resembling Dahoon Holly in appearance. It is a regular bearer of immense quantities of bright red berries.

Each		Each	
18 to 24 in.....	\$3 00	3 to 4 ft.....	\$5 00
2 to 3 ft.....	4 00	4 to 5 ft.....	7 50

LIVE OAK (*Quercus virginiana*). The evergreen Live Oak, often reaching a height of 60 feet, is the best shade tree for Central Florida. It has dark green leaves about 5 inches long, and its spreading branches furnish abundant shade. Beneath them a most attractive outdoor living-room may be arranged, where hot summer afternoons may be spent in comfort.

It is no longer considered necessary to plant saplings that you can never hope to see as full-grown trees in your lifetime. Modern tree-moving equipment and skilled workmen make it possible to move large trees with no risk, provided the usual care is given them after they are in their new location.

Each	
6 to 8 ft., 2 to 3-in. cal.....	\$10 00
8 to 10 ft., 3 to 4-in. cal.....	20 00
10 to 12 ft., 4 to 5-in. cal.....	30 00
12 to 15 ft., 5 to 6-in. cal.....	40 00
12 to 15 ft., 8-in. cal.....	75 00
15 to 18 ft., 10-in. cal.....	100 00

(This price includes planting. These trees moved only in December, January and February.)

LOQUAT (*Eriobotrya japonica*). Handsome, large-leaved, medium-sized tree producing oblong yellow fruit. Evergreen. Very decorative and desirable.

Each		Each	
Gal. can.....	\$1 50	4 to 6 ft.....	\$6 00
2 to 3 ft.....	2 50	6 to 8 ft.....	10 00
3 to 4 ft.....	3 50		

TREES, continued

MAGNOLIA FUSCATA. Banana Shrub. Small tree with brown-tomentose branchlets and shining dark foliage. Flowers yellowish white, with banana fragrance.

Each	Each
2 to 3 ft., B&B. \$3 50	3 to 4 ft., B&B. \$5 00

M. GRANDIFLORA. The great Bull Bay is a native evergreen which, when in a position it likes, sometimes reaches 80 feet, making a dark green pyramid on which will show, in places, the brown underside of some of the leaves. An impressive picture at any time, but when carrying its great white fragrant saucers, 7, 8, 9 and 10 inches across, there just isn't anything in the world to compare with it. The trees bloom three to four months in summer, over which long period one may enjoy these great creamy white saucers with their attractive stamen mass. The bloom is followed by oval seed pods from which the brilliant red seeds protrude.

Each	Each
2 to 3 ft. \$2 50	4 to 5 ft. \$7 50
3 to 4 ft. 3 50	

(We also have a few nice specimen Magnolias six to twelve feet. Please ask for quotations.)

M. LILIFLORA NIGRA (*M. soulangeana nigra*). Very much like *M. soulangeana* but flowers are longer and of a darker shade. Midseason bloomer.

M. SOULANGEANA. Deciduous Magnolia blooming before foliage appears in spring. Flowers large, tulip shaped, pink on the outside and white inside. Very prolific bloomer.

Each	Each
2 to 3 ft., B&B. \$5 00	3 to 4 ft., B&B. \$7 50

MELALEUCA LEUCADENDRA. Cajeput or Punk Tree. Slender tree with willowy branches and narrow gray-green foliage. Flowers creamy white, shaped like bottle-brush. Bark is soft, silver-white, cork-like, and peels off in layers.

Each	Each
Qt. can. \$1 00	4 to 6 ft., B&B. \$4 50
Gal. can. 1 50	6 to 8 ft., B&B. 6 00

MIMOSA NEMU (*Albizzia julibrissin*). Also known as Silk Tree. Rapid-growing deciduous tree with fine, feathery foliage. Large heads of fluffy pink flowers are borne at the tips of the branches in May.

Each	Each
Gal. can. \$2 00	4-gal. can. \$3 50

PARKINSONIA ACULEATA. Jerusalem Thorn. Narrow pinnate leaves, drooping from a spiny tree. Numerous bright yellow flowers in loose racemes in early spring and summer.

Each	Each
Qt. can. \$1 00	Gal. can. \$1 50

VINES

Flowering vines make graceful drapery over arbors and walls, and when used to conceal an unsightly spot can serve a very good purpose. On a porch they provide shade and privacy. Fast growing and colorful, they meet a distinct need in southern plantings. The number of vines available to the southern gardener offers a variety of effective uses.

ALLAMANDA HENDERSONI. An evergreen vine of dense habit. Large, dark green leaves with trumpet-shaped, deep yellow flowers.

A. NERIFOLIA. Evergreen trailing shrub like the above but with smaller flowers and foliage.

A. WILLIAMSONI. Vining type with light green leaves and flower about 3" across of a deep yellow color.

Each	Each
Qt. can. \$1 00	4-gal. can. \$2 50
Gal. can. 1 50	



Border of Bougainvillea glabra Sanderiana

VINES, continued

BIGNONIA VENUSTA. Flame Vine. Light green, pointed foliage. Dense clusters of tubular, orange-red flowers in late winter and early spring. Rapid grower.

	Each		Each
Qt. can.....	\$1 00	4-gal. can.....	\$2 50
Gal. can.....	1 50		

BOUGAINVILLEA, AFTERGLOW. Dark green foliage with yellowish orange blooms.

B., BARBARA KARST. New hybrid similar to Crimson Lake but branches more readily and has larger flower bracts. Blooms along the entire branch and makes a perfect bush without any staking.

B., CRIMSON LAKE. A very vigorous grower with distinctive dark green foliage and magnificent trusses of brilliant crimson flowers.

B. GLABRA SANDERIANA. Glossy green foliage and magenta-purple floral bracts, borne profusely.

	Each		Each
3-in. pot.....	\$0 75	Gal. can.....	\$2 00
4-in. pot.....	1 00	4-gal. can...	\$3 50 and 5 00

FICUS REPENS. Fig Vine. The finest vine for covering masonry, walls, etc. Small rounded green leaves.

	Each		Each
3-in. pot.....	\$0 50	Gal. can.....	\$1 50
4-in. pot.....	75		

GELSEMIUM SEMPERVIRENS. Carolina Yellow Jessamine. Evergreen foliage and clusters of bell-shaped, yellow flowers in early spring. Very fragrant.

	Each
Gal. can.....	\$1 50

RHYNCHOSPERMUM JASMINOIDES. An attractive evergreen vine with beautiful dark green leaves and fragrant, star-shaped, white flowers.

	Each		Each
Qt. can.....	\$1 00	4-gal. can.....	\$3 50
Gal. can.....	1 50		

SENECIO CONFUSUS. Mexican Flame Vine. Vigorous-growing vine with good evergreen foliage. Orange-red, daisy-like flowers in summer in abundance.

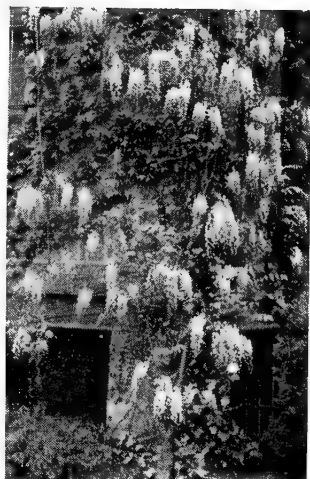
	Each		Each
Qt. can.....	\$1 00	Gal. can.....	\$1 50

TECOMARIA CAPENSIS. Cape Honeysuckle. Shrubby vine with bright, shining, pinnate leaves and terminal spikes of bright orange-scarlet flowers.

	Each		Each
Qt. can.....	\$1 00	Gal. can.....	\$1 50



Carolina Yellow
Jessamine



Wisteria

VINES, continued

THUNBERGIA GRANDIFLORA. Sky Flower. Foliage large, dark green; pendulous racemes of large, lavender-blue flowers are produced continuously throughout the year.

	Each		Each
Qt. can.....	\$1 00	Gal. can.....	\$1 50

WISTERIA. A deciduous, strong-growing vine. Purple flowers in large clusters in early spring.

	Each
Gal. can.....	\$1 50

PEAT

Nature's Soil Builder

Peat is the partly decomposed and more or less disintegrated remnant of organic matter produced from the decomposition of vegetation covered or saturated with water. It is a fibrous, moisture-absorbing soil, acid in reaction and rich in carbon content.

Here in Central Florida where all our soils are to a great extent sandy, it is recommended that peat be used liberally in any planting, since it is of great value from several standpoints:

First, peat will absorb several times its own weight in water. Thus in our sandy soil it is of exceptional value since it holds moisture around the root systems until the plant can pick it up.

Second, it aids also in retaining the fertilizer applied, until it may be utilized by the plant. In sandy soils, the fertilizer will leach through the ground around the roots very rapidly and only a very small percentage will be picked up by the roots before it is gone.

Third, peat is decidedly helpful in growing most plants because it provides the acidity that they prefer. Azaleas, camellias, and gardenias absolutely demand acid soil. Our soil in Central Florida is alkaline by nature, and it is imperative to counteract the alkalinity by using peat.

Fourth, peat, being primarily organic, furnishes food for plants, which is absorbed and utilized in growth.

Fifth, peat is an ideal environment for microscopic organisms, and supplies some of the helpful bacteria which aid in plant growth.

Sixth, our peat bog has been tested by the Florida Geological Board of Survey and has been found high in quality and comparable to the peat formerly imported from abroad.

HOW TO USE PEAT

The superior grade of peat that we now offer to the home gardener has been shredded instead of ground. This leaves the fine, fibrous texture formerly available only in imported peat. It is an excellent soil builder and should be added when planting shrubs, trees, vines, palms, annuals, and perennials. It is absolutely required for camellias, azaleas and gardenias.

In making lawns, it has been found that the addition of several inches of peat before planting will pay for itself by hastening the growth of the lawn and making fewer weedings necessary. The following scale will be helpful in determining the quantity needed:

1 cu. yd. covers 648 sq. ft. $\frac{1}{2}$ in. deep
1 cu. yd. covers 324 sq. ft. 1 in. deep
1 cu. yd. covers 162 sq. ft. 2 in. deep
1 cu. yd. covers 108 sq. ft. 3 in. deep

When planting trees, shrubs, etc., the shredded peat should be mixed with the top soil for filling in around the plant roots or ball at the rate of half peat and half soil.

When potting or repotting plants, it may be used 50-50 with top soil, or 50 per cent peat with 25 per cent top soil and 25 per cent leaf-mold (well-rotted leaves).

PEAT PRICES—August 1, 1949

\$3.00 per cubic yard at peat mines or at the nursery.

DELIVERED PRICES AS FOLLOWS:

Destination	Per cu. yd.	Per cu. yd.
	1 to 4-yd. load	5 to 10-yd. load
LEESBURG.....	\$4 00	\$3 75
Bushnell.....	5 00	4 50
Center Hill.....	5 00	4 50
Clermont.....	5 50	5 00
Eustis.....	5 00	4 50
Fruitland Park.....	4 50	4 25
Groveland.....	5 00	4 50
Inverness.....	6 00	5 50
Mount Dora.....	5 00	4 50
Okahumpka.....	4 50	4 25
Silver Lake.....	4 50	4 25
Tavares.....	5 00	4 50
Weirsdale.....	5 00	4 50
Wildwood.....	5 00	4 50

FERTILIZERS

One of the most important factors in the growth of healthy plants, shrubs and lawns is the proper use of a well-balanced plant food. Our special fertilizers from scientific formulae are well balanced to stimulate good plant growth under our climatic conditions. Because of their high organic content—approximately 40 per cent—these plant foods are not the flash type, but become available over a period of several months, stimulating a steady, healthy growth. Your plants will be sturdier in appearance, have darker, richer foliage, and will bloom in more abundance.

Try our balanced plant food for a season, according to instructions on the chart below, and you will readily see the difference a good plant food makes.

LAWN SPECIAL. No need for you to envy others their dark green, velvety lawns. Our Lawn Special supplies the elements grass needs for ideal growth: nitrogen to develop top growth, and phosphorus and potash to encourage heavy root and stem development. Our Lawn Special includes Gamtox, which is an excellent control for chinch bugs, cricket moles, army worms and grasshoppers.

100 lbs. \$2.95

FERTILIZERS, continued

AZALEA AND CAMELLIA SPECIAL. Special fertilizer for acid-loving plants; excellent not only for Azaleas and Camellias, but also for Gardenias, Ardisia and Roses.

100 lbs. \$4.00

TREE AND SHRUB SPECIAL. Good, well-balanced plant food for shrubs, trees, palms, citrus, etc.

100 lbs. \$3.95

FERTILIZER APPLICATION CHART

Size	Azaleas, A & C A, C, K	Camellias, A & C C, F, K	Roses, A & C A, C, I, L	Pot Plants A & C As Needed	Conifers, T & S A, D, I	Small Fruits and Nuts, T & S B, E, H, K	Lilies, T & S A, D, I	Palms, T & S A, D, G, K	Shrubs, T & S A, D, H, K	Shade Trees T & S, B, F	Grasses, Lawn A, D, H, L
8-12 in.	1/4 lb.	1/4-1/2 lb.	1/4 lb.	TBL to each 1 in. of pot diameter	1 lb.	1/2 lb.	3-5 lbs. per 100 sq. ft.	*See Pot	1/2 lb.	1/2 lb.	100 lbs. to 1500 sq. ft.
12-18 in.	1/2 lb.	1 lb.	1/2 lb.		1 1/4 lbs.	3/4-1 lb.	1/2 lb.	1 lb.	3/4 lb.	1 lb.	
18-24 in.	3/4 lb.	1 1/4 lbs.	3/4 lb.		1 1/2 lbs.	1 lb.	3/4 lb.	1 lb.	1 lb.	1 lb.	
24-30 in.	1 lb.	1 1/2 lbs.	1 lb.		2 lbs.	1 1/2 lbs.	1 lb.	2 lbs.	1 1/4 lbs.	1 1/2 lbs.	
30-36 in.	1 lb.	1 3/4 lbs.	1 1/2 lbs.		2 1/4 lbs.	1 3/4 lbs.	1 1/4 lbs.	3 lbs.	1 3/4 lbs.	1 3/4 lbs.	
36-42 in.	1 1/2 lbs.	2 lbs.	1 3/4 lbs.		2 1/2-3 lbs.	2 lbs.	1 3/4 lbs.	3 lbs.	2 1/2 lbs.	2 lbs.	
42-48 in.	1 1/2 lbs.	2 1/4 lbs.	1 3/4 lbs.		3-4 lbs.	2 1/2 lbs.	2 1/2 lbs.	5 lbs.	3 1/2 lbs.	3 lbs.	
4-5 ft.	2 lbs.	2 1/2 lbs.	2 1/2 lbs.		4-5 lbs.	3 lbs.	3 lbs.	6 lbs.	4 lbs.	4 lbs.	
5-6 ft.	2 1/2 lbs.	3 lbs.	3 lbs.		5-6 lbs.	3 1/2 lbs.	3 1/2 lbs.	10 lbs.	5-8 lbs.	5 lbs.	
6-8 ft.	3-5 lbs.	3-5 lbs.			8 lbs.	4 lbs.	4 1/2 lbs.	20 lbs.	8-10 lbs.	5-6 lbs.	
8-10 ft.	6-8 lbs.				10 lbs.	4 1/2 lbs.	5 lbs.	35 lbs.		10-20 lbs.	
10-20 ft.					15 lbs.	5 lbs.					
20-35 ft.											

*POT PLANTS: 1/2 tablespoonful to 1 in. diameter of pot.

KEY FOR APPLICATION DATES: A is January, B is February, C is March, D is April, etc.

NOTE: This application chart applies to our fertilizer only. For best results, use exactly as directed, since too much fertilizer is fatal to plants.

DO's and DON'Ts

For Planting Nursery Stock

Nursery plants and trees are grown in two different ways: in the open ground or in pots, cans, tubs, or boxes. The latter are easily handled; if grown in the open ground, they are taken up either bare rooted or with earth held around the roots. Then they are called balled and burlapped (B&B).

Bare-rooted plants are moved only in the dormant season, but plants grown in containers may be moved at any time of the year. Balled and burlapped plants may be moved at any time except during July, August, and September.

Below are some planting suggestions that may be helpful.

DO

1. Plant the shrub or tree just as soon as possible after its arrival.
2. Keep the plant in a cool, shady place until planted.
3. Keep well watered until planting is done.
4. Dig hole for the plant about three times as wide as the ball and twice its depth.
5. Prepare the soil before planting, mixing 50 per cent peat with the best top soil removed from the hole.
6. Leave the burlap fastened around the ball, if the plant is B&B. If the plant is in a pot, turn the pot on the side and tap it lightly until the plant slips out. If in a can, cut with an opener down opposite sides and lift the plant out with roots intact.
7. Be sure to pack soil firmly around the plant, thus preventing air pockets. Watering the plant liberally will help in doing this.
8. When planted, mulch with oak leaves or pine straw, to help hold moisture.
9. Keep watered well until plant is well established.
10. Fertilize your plants regularly and keep them in good condition, spraying them as needed.

DON'T

1. Leave the plant in the sun until you are ready to plant it.
2. Forget to keep the plant watered and in good condition until planted.
3. Just dig a hole the size of the ball, and set it in.
4. Use just the coarse sandy top soil in planting.
5. Use all peat in the hole around the plant.
6. Remove the burlap from the plant before planting.
7. Set the plant any deeper than it grew in the nursery row. This may be determined by the "earth collar" mark. On balled plants, the top of the ball should be at the ground level.
8. Leave any air pockets around the plant. After packing soil thoroughly around the plant, pour on water, and as it sinks into the earth, it will pack the soil in all the corners around the plant.
9. Forget to water the plant regularly. A newly transplanted plant needs more water and will need to have the foliage sprinkled to keep it from drying out.
10. Expect a plant to grow and thrive if you neglect and starve it. Keep your plants in good condition by fertilizing.



BIG TREES

Why spend the best part of your life waiting for a tree to grow to enjoyable size? We can save you many years by supplying *big trees*.

For many years the moving of big oaks, grafted magnolias, flowering trees, jacarandas, and palms has been a major part of our business. Our equipment plus our knowledge and experience are at your disposal. Call and make your own selection, and let us do the rest.

Our Business Terms

LOCATION. Our main office and mail-order department is located just within the north city limits of Leesburg, Florida, on Highway 27. We have a branch office and nursery on South Orange Avenue in Ocala, Florida.

We also have salesmen who make regular trips over Lake, Sumter, Citrus and Marion counties. A telephone call will bring one of our representatives to your door.

HOURS. Our offices are not open for business on Sundays. Our business hours are from 7:30 until 5 P.M., Monday through Friday, and from 7:30 to 12 noon on Saturdays. We recognize most national holidays such as Independence Day, Labor Day, Thanksgiving, Christmas, New Year's, etc.

Visitors who come to the nursery when we are officially closed are welcome to enjoy the grounds, but we do not have salesmen or digging crews available.

If you are not able to visit the nursery except hours when we are closed, please contact the office and we will try to arrange a special appointment for you.

PRICES. All prices are based on customer pickup at our nursery. This list cancels all previous price lists. All prices are based on current conditions and are therefore subject to change without notice.

BUSINESS TERMS, continued

PLANTING. Since all prices are based on customer pickup at the nursery, there will be an added cost of 20% on all material that we plant on the customer's premises or other designated locations.

PACKING. On orders to be shipped by public carrier, please remember that we make a charge of actual cost for crate and packing material. Minimum packing charge is \$1.00. When ordering by mail, please send 20% to cover packing costs, and any unused portion will be returned to you.

SHIPPING AND PLANTING SEASON. Plants from pots and cans, or balled and burlapped material, may be transplanted at any season. Bare-root material is moved only during the dormant season. Usually November 15 to April 30 is dormant season, but weather conditions each year govern the beginning and ending dates.

TRANSPORTATION. Our prices do not include transportation costs, and shipments are made with charges collect. Please indicate clearly on your order how you wish shipment made. If you do not state your preference, we will use our best judgment. Our responsibility ceases upon delivery of shipment to public carrier; should damage be incurred during transit, secure a report of damage from the carrier and file claim with them. We will be glad to help in any way possible.

TERMS. Cash with order, unless you have already established an account with us. On orders placed for reservation, we require a 25% deposit, with balance due when shipping instructions are given. Reserve orders are booked with the understanding that they are void should the stock be damaged by any cause beyond our control. Stock held in reserve long enough to grow to a larger size will be billed accordingly at shipping time.

SUBSTITUTIONS. It is our desire to fill your orders exactly, but in case some variety or size is exhausted, please indicate if we may make substitutions. Unless you authorize this, shipment will be made short of any items not available.

GUARANTEE. We guarantee our stock to be well grown, true to name, properly packed and shipped according to instructions. We sell no nursery stock under a guarantee to live, since this depends on too many factors beyond our control. However, any plant that dies from causes other than neglect, we agree to replace at not less than 50% of the purchase price. Claims for such replacement *must be made in writing* within three months after receipt of plants.

CLAIMS. If any errors are made in filling your order, we will cheerfully make corrections. However, please notify us within ten days after receipt of the shipment. Our responsibility, except as stated above, ceases upon delivery of the nursery stock to public carrier or to the customer's car in good condition.

REMARKS. Symbols used in the catalog are as follows:

E. Early bloomer.

M. Midseason bloomer.

L. Late bloomer.

B&B. Balled and burlapped material. Roots undisturbed in ball.

BR. Bare root. All soil removed from roots.

G. Grafted.

Qt. can—plant growing in quart can.

Gal. can—plant growing in gallon can.

4-gal. can—plant growing in 4-gallon can.

REFERENCE. As to our standing and responsibility, we refer you to the First National Bank, Leesburg, Florida, and the Florida National Bank in Ocala, Florida.

TRADE AFFILIATIONS.

Florida State Florist Association

American Association of Nurserymen

National Landscape Nurserymen's Association

Florida Park Executives



CAMELLIA, ALBA PLENA



CHINESE HIBISCUS

Florida Nursery & Landscape Co.
LEESBURG • FLORIDA

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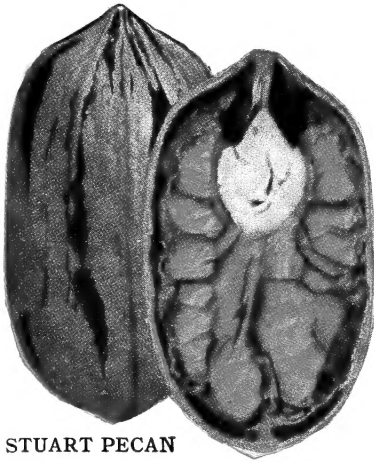
Leesburg, Florida

Permit No. 115

"The Home of a Million Plants"



CLEYERA
JAPONICA



STUART PECAN



EURYA
JAPONICA



CAMELLIA
PINK
PERFECTION

LEX CRENATA BULLATA



ELEAGNUS PUNGENS
AUREA MACULATA

